

LEATHER

VOLUME 119

NO. 8

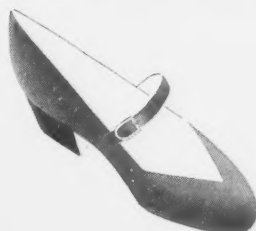
TECHNOLOGY DEPARTMENT

and SHOES

IN TWO SECTIONS

SECTION I

FEBRUARY 25, 1950



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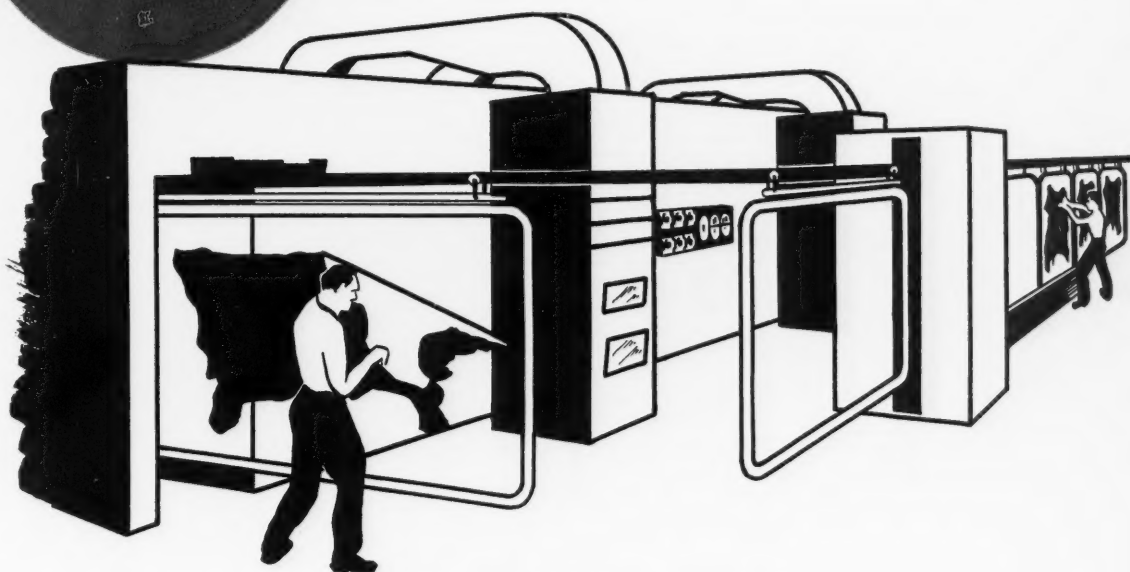
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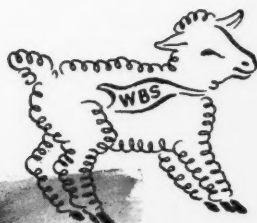


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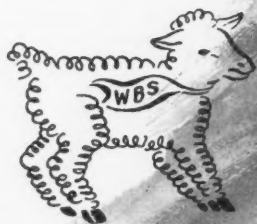
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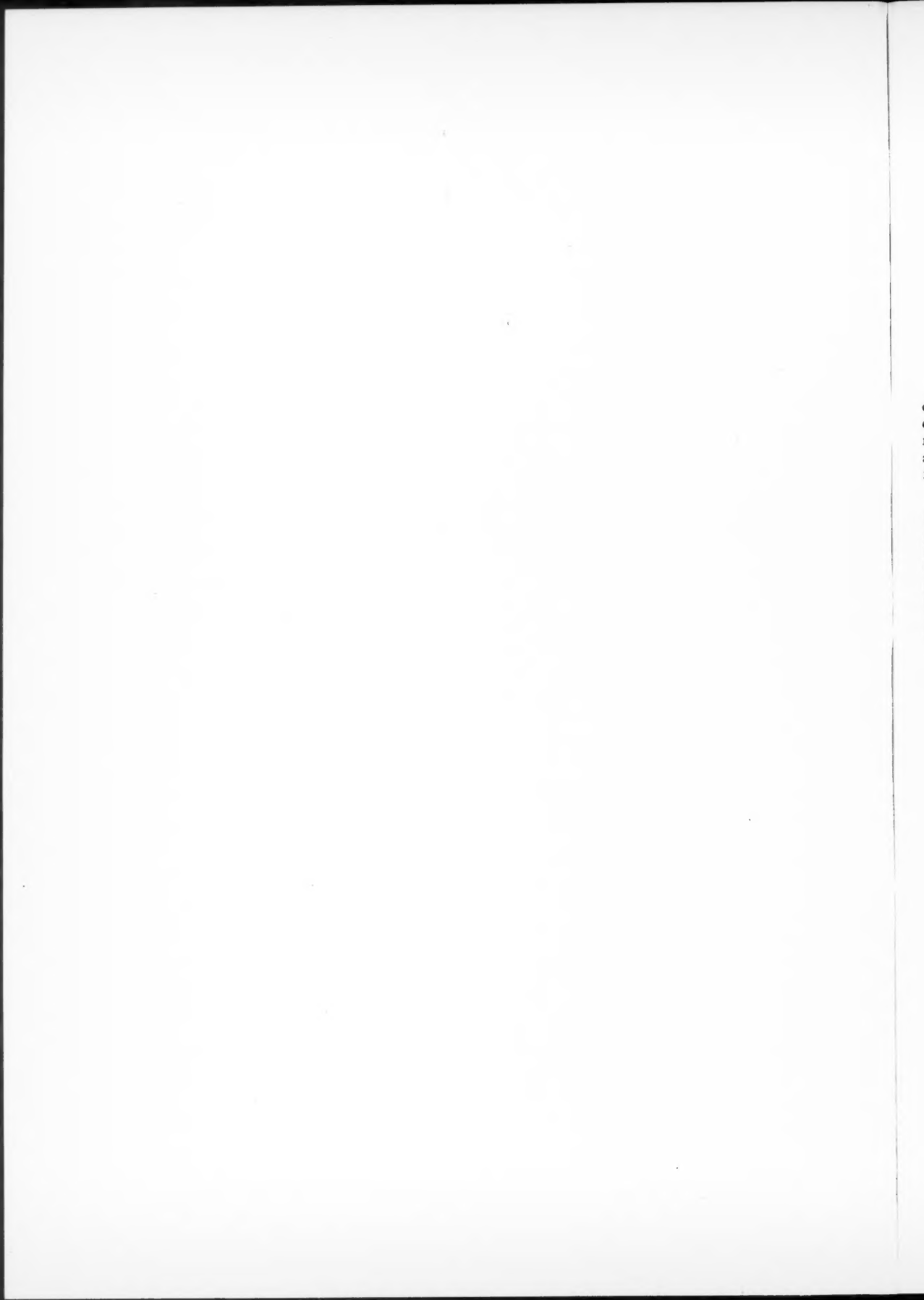
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Fulton County tannery strike due to take on new twist. National CIO expected to declare war openly against Independent Leather Workers Union, former International Fur and Leather Workers Union, CIO, affiliate, which still receives financial and organizational aid from IFLWU.

CIO organizer now in Glove Cities reported to have signed up nearly 300 workers at 15 of 17 member plants of Tanners' Association. Drive launched with full knowledge of Philip Murray, CIO president, who has marked IFLWU for expulsion from CIO. When right wing campaign, to sign up Fulton County leather workers, comes into the open, it will indicate IFLWU expulsion is at hand. Ben Gold-headed union has faced ouster from CIO since Cleveland convention last Nov.

Meantime, tanneries rapidly reaching full production, working without labor contract. Close to 400 workers now employed with full employment expected when total reaches 600, about three-fourths number employed when strike-lockout began last July.

• •

Favorable business outlook for 1950 now borne out by Dept. of Commerce figures released this week. Trend is to rise all along the line once coal strike is ended. Industrial production, which showed successive monthly gains in six months from Aug., 1949 to Jan., 1950, interrupted by strike but due to rise again. Business prospects better now than at same time year ago.

Mild 1949 recession due principally to shift in inventory. Manufacturers and retailers kept orders down, sold mainly from stock on hand. Strength of consumer demand in latter part of 1949 brought inventories up, stabilized over-all economic activity. Despite lower prices, change in physical volume of production from 1948 was slight.

Gross national product, down to \$257 billion in 1949 from record \$262.4 billion in 1948, seen at \$260 this year; consumer spending to exceed \$180 billion against approximately \$179 billion in 1948-49. National income estimated between \$226 billion of 1948 and \$221½ billion of 1949, probably around \$224 billion. Although general production trend may be down in second half 1950, output of soft goods, including shoes, expected to climb. Gross business at least as high, probably higher, than 1949.

Smaller shoe and other manufacturers urged to seek share of military contracts by Secretary of the Army Gray. In speech made at Smaller Manufacturers Council of Pittsburgh, Gray reported small business received 30 percent of total dollar value of prime military contracts in four months ended Oct., 1949. Direct purchases from small businesses employing less than 500 workers totaled 27 percent value of all military buying in year ended June 30, 1949.

Army Quartermaster Corps generals recently told House appropriations committee total of 121,000 pairs men's oxfords (unit price \$4.51 per pair) and 14,581 pairs women's oxfords (unit price \$4.77). No combat boots but 24,000 pairs safety shoes (unit price \$5.98) needed for year starting July 1, 1950. Navy has not revealed shoe requirements but entire service total to be far below orders placed in past three years.

• •

National CIO Executive Board has launched drive against Wage & Hour Division because of learner sub-minimum wage regulations now being issued. Union objects vigorously to temporary certificates granted pending final decision, cites some 4300 individual applications received to date from manufacturers in 10 major industrial fields. These include 1500 applications from textile manufacturers and over 400 from shoe field.

• •

New hide futures contract on Commodity Exchange may take time to work. Many dealers disappointed with small trading and speculation to date. Biggest difficulty is price spread between light and heavy hides, thus preventing hedging against light grade hides. Although possible to hedge against heavyweight hides, these are in poor demand at present, due to low demand for sole leather.

Theoretically, new contract allows for 300 point discount against butt branded steers for delivery in place of light native cows. Spot market differential actually ranges up to 7c at various points. Also, lack of confidence in new contract keeps prices less than 300 points over comparative position of old contract.

New contract expected to work after first quarter 1950 when spread lessens between light and heavy hides. Another helping factor will be increased hide buying by tanners seeking to replace leather stocks.

EDITORIAL

Child Foot Health — Whose Responsibility?

THE National Shoe Institute recently released an aspect of its program designed to increase shoe consumption by expanding the total shoe market. One particular phase of the program caught our eye. It deals with juvenile footwear. States the release: "The basic theme of the public relations program is to sell mothers on the necessity of frequent refittings. . . . Youngsters' feet grow rapidly, but mothers are not sufficiently aware of the need for refittings; they don't know, or won't admit, the ill-effects of short and ill-fitting shoes on the health of their youngsters."

There is a good deal of truth in that. But what many shoe men themselves overlook is the fact that the mounting publicity about children's shoes and feet is altogether favorable to the industry. And that an educational or public relations program dealing with children's footwear must extend substantially beyond urging mothers to refit their children with shoes more frequently.

For example, every year many foot and shoe surveys are conducted in public schools, chiefly under the supervision of chiropodists. Though there is a mild variance of the results in each survey, essentially the figures show that 50 to 80 percent of these school children have some kind of foot defect (the older the juvenile group the higher the frequency of foot defects). But of great significance to the industry is the fairly consistent findings that the majority of these school children are wearing improper footwear—shoes too short or narrow, or incorrect lasts, etc.

Now, these findings are publicized in the local newspapers or in magazines. Because the surveys are so frequent, school and health authorities are repeatedly made aware of the "foot health problem." Moreover, lectures are given before parent-teachers' organizations, women's clubs, etc. In short, as the public becomes more foot-conscious, particularly regarding children, they become more shoe-conscious.

If in a town where a foot survey is taken among school children, the findings reveal a high frequency of foot defects, many or most of which are attributed to ill-fitting or improper footwear, then immediately the ill reflection is on the local shoe retailers and the shoe industry as a whole. That is, mothers do not tend to blame themselves but to place the responsibility on the shoe man or shoe industry.

Three states—Mass., R. I. and Calif.—now have compulsory foot examinations in their public schools. Twenty-six other states are considering similar legislation. This brings juvenile foot health somewhat under state government jurisdiction. If the medical examiners continue to make findings of prevalence of ill-fitting or improper shoes—according to the examiners—then it is very possible that the manufacture and fitting of juvenile footwear could also come under state jurisdiction. And that, as anyone knows, could crystallize into some dangerous practices.

We come to a very significant point: the shoe and leather industry's concern in this matter should be far more than commercial—far more than the single aim to raise shoe consumption among juveniles. More frequent fittings will help alleviate some of the foot defects consistently reported by the medical examiners. But it is only part of the problem. Moreover, there is a bigger public relations and educational job to be done in this field.

There are four major groups that have a firsthand stake in this issue: shoe manufacturers, shoe retailers, tanners and chiropodists. If they formed a "team" to educate parents in regard to shoes and foot health, much could be accomplished.

For example, supposing such teams—four-man teams comprised of a representative from each of these groups—were set up in major cities. Let's say that once a week this team, in a prepared presentation, addressed interested groups throughout the

city: school teachers, women's clubs, parent-teachers organizations, YMCA and other such groups, etc. The presentation by each member of the four-man team would be co-ordinated into a unit for a total effect. At the end of these talks, pertinent literature could be distributed.

Likewise, weekly foot and shoe clinics—free—could be held, say in one of the public schools. Advice (though not treatment) could be given to children, or to parents, regarding shoes and feet. The process of education here would be more graphic and visual, and hence more effective.

As to the teams comprised of representatives of the four groups, these could be formed each month simply by calling upon new volunteers among the local shoe retailers, chiropodists, shoe manufacturers and tanners. Such an educational program could be nationally publicized to impress all mothers throughout the nation that the industry was taking a first-hand interest in juvenile foot health, in sponsoring a "grass root" educational program regarding shoes in the interest of child foot health.

It is possible that a project of this sort, entailing little or no financial outlay, could steamroller into something enormously favorable for the industry. It must be realistically understood that this issue is not in the sole domain of the shoe retailers and the foot doctors. It embraces the shoe manufacturers and tanners, also, for their products are involved. Health is perhaps the most delicate spot in the public mind. And when we speak of child health we are dealing with a highly sensitive subject. For the industry to by-pass it in regard to foot health may well be interpreted by the public as neglect of responsibility. On the other hand, for the industry to display active interest in this educational program would comprise a tremendous public relations asset for the industry.

We cannot speak of child foot health without speaking of juvenile shoes, and vice versa. Yet to date most of the active public relations effort in this field has been dominated by the foot doctors. The pattern will not be complete until the industry participates cooperatively in the same program.

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- LOWELL INSTITUTE TO OPEN LEATHER ENGINEERING DEPT.—Courses to provide students with specialized facilities in study of leather processing.
- NORTH AMERICAN SUPT'S. ASSN. TO MEET IN MAY—Second annual Convention scheduled for May 19-20 in New York.
- 1949 SHOE OUTPUT 1 1/2% UNDER '48—Census Bureau reports gains in women's shoes and house slippers only.

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NEWS

USMC Concludes Arguments Against Government Charges

Council declares depositions from 45 shoe manufacturers give incomplete picture. Trial recessed until March 6.

Attorneys of United Shoe Machinery Corp. concluded arguments in Federal Court, Boston, this week on a motion to have the majority of some 4600 Justice Dept. exhibits excluded as evidence in the Govt.'s anti-trust suit against USMC.

Close to 4000 of the Govt.'s exhibits, which include thousands of letters, annual reports, memoranda and other data mostly subpoenaed from the company's files, have been attacked at hearings beginning Feb. 6 as inadmissible and irrelevant.

In their final two days of arguments this week, USMC attorneys first attacked the accuracy and validity of some 76,000 Outside Machine Reports containing information on installation and removal on competitors' machinery in shoe factories. The "OMR's" were offered by Govt. counsel as an accurate picture of how much of the shoe machinery field is held both by USMC and its competitors.

In his arguments to have the "OMR's" excluded as evidence, defense attorney Walter Powers told Federal Judge Charles E. Wyzanski, Jr., that the reports were incomplete and out-of-date and did not offer an accurate picture of the volume of business done by USMC competitors.

Powers declared that only 15½ percent of these reports were made by company roadmen or service-repairmen while the remainder came from salesmen and branch office employees. He attacked Govt. allegations that USMC roadmen were required to report on all outside machinery installations observed in shoe factories which they serviced.

In addition, reports submitted by

branch office personnel and salesmen were incomplete and based on information received indirectly, Powers said.

Check Against Depositions

Referring to depositions taken from 45 shoe manufacturers and offered by the Govt. as evidence of USMC's share of the shoe machinery market, Powers said that a check of the "OMR's" against the depositions found the former to be only 41 percent complete.

Depositions were taken by Govt. attorneys last summer and included testimony by 45 representative shoe manufacturers on the number of USMC does not manufacture this in their factories. (L & S, Feb. 18). The Govt. claims in its summary that depositions show 92 percent of major shoe machines and 64 percent of minor machines used in these factories were made by USMC.

Powers declared that an analysis of these depositions showed that United manufactured a total of 67 percent of the shoe machinery used in the factories while its competitors supplied the remaining 33 percent. An aggregate of 10,341 machines was used, he said, of which 3654 were "dry thread" machines for upper stitching. The latter were left out of the analysis because USMC does not manufacture this type of machinery.

United made 4489 of the remaining 6687 "non-dry thread" machines used, Powers said, and the other 2198 were furnished by competitors. Defense attorneys did not concede the depositions as wholly representative.

Trial was recessed until March 6 when Govt. attorneys will offer arguments for the admission of exhibits.

Douglas Stockholders Vote To Leave Brockton

Stockholders of W. L. Douglas Shoe Co., founded in Brockton, Mass., 76 years ago, voted at the annual meeting last week to sell the Brockton plant and consolidate company operations at Scranton, Pa.

Despite an offer of \$100,000 made by the Brockton Chamber of Commerce to remain in the city, majority stockholders supported the decision made by company directors to move the plant to Scranton—lock, stock and barrel. The Brotherhood of Shoe and Allied Craftsmen, worker bargaining agent, had also offered to meet wage scales now paid workers at the Scranton plant.

The stockholders' final decision culminated a plant shutdown and labor dispute between company and union, which began in May 1949. At the time of the closing, about 680 employees were at work. Douglas tried unsuccessfully last Fall to reopen under a non-union shop.

Joseph W. Bartlett, Douglas president, told stockholders that the firm expected to save close to \$95,000 annually by transferring operations to Scranton. The Scranton branch was opened two years ago.

Minority stockholders had secured a court injunction preventing removal of the Douglas equipment and sales of the Brockton plant until Feb. 20. The injunction, however, was allowed to expire.

Lawrence B. Russell, grandson of the firm's original founder and treasurer and clerk since 1935, was replaced by Lester V. Baker, management consultant, during election of officers. Russell was retained as a director, however. Directors elected Paul C. Wolfer as chairman of the board and re-elected Bartlett as president and Marshall H. Stevens as executive vice president.

Although the annual report was not yet released, stockholders were advised that for the year ended Dec. 31, 1949, Douglas had net sales totaling \$5,277,741 and a net loss of \$783,321 after tax refund of \$105,990. This compared to net sales of \$8,260,017 and net loss of \$431,461 after tax refund of \$277,693 in 1948.

Salute Milwaukee Tanning Industry On Television

This week on Washington's Birthday, the Marine National Bank of Milwaukee sponsored a "Salute to Milwaukee's Tanning Industry" on television. The program, televised over station WTMK-TV, the Milwaukee Journal station, as part of a

"Salute to Wisconsin," featured a description by 25 prominent Wisconsin tanners of tanning processes. Featured along with the various descriptions and illustrations was "The Story of Leathers," Tanners' Council film.

Lowell Institute To Open Leather Engineering Dept.

Establishment of a new Department of Leather Engineering was announced this week by officials of Lowell Textile Institute, Lowell, Mass. Courses in the new school will open next Sept.

The department will provide students with specialized facilities for the study of leather processing, including laboratories devoted to research and practical demonstration in the leather field. Courses will be under the supervision of Dr. Albert E. Chouinard, a graduate of Holy Cross College who received his Ph.D. at Clark University in 1946. Before coming to Lowell Textile Institute, Dr. Chouinard was in charge of product development and testing for a Worcester, Mass., tannery.

Construction on a new building to house the Leather Engineering Dept. has already begun with completion expected early next year. Emphasis in engineering curricula will be placed on fundamentals of engineering, including mathematics, physics, chemistry, theoretical and applied mechanics.

Behr-Manning Wins Judgment

The New York Supreme Court has entered a final judgment of an injunction against Timely Casual Footwear, Inc., Manchester, N. H., in favor of Behr-Manning Corp., Troy, N. Y., manufacturer of "Norzon" fabric.

Company and officers were enjoined from the manufacture and distribution of merchandise bearing the trademark "Norzon." Behr-Manning had alleged that Timely Casual Footwear wilfully violated the "Norzon" trademark by selling shoes represented as made of genuine "Norzon" fabric while using substitute materials.

Postpone Learner Hearings

The sudden illness this week of Edward Seligman, counsel for the National Shoe Manufacturers Assn., resulted in another postponement of the Wage-Hour hearings on shoe learner provisions. Re-opening of

the hearings has been set back from Feb. 20 to Feb. 27.

Meanwhile, the Wage-Hour Division has been able to maintain its month-long secrecy on the identity of the 250-300 shoe manufacturers granted temporary learner certificates to date. No further mention has been made of plans for publication of these names and supporting data in the Federal Register, although department officials insist this is "on its way."

United Shoe Workers of America, CIO, is continuing its campaign against the granting of learner certificates—temporary or otherwise—at any sub-minimum wage rate. On this point, NSMA's News Bulletin recently commented: "It seems likely that this union will, whenever possible, chal-

lenge individual certificates which have been issued, but in view of the facts provided by individual manufacturers, together with the case presented by the Association, we doubt that their efforts will have any material effect."

1950 Fall Color Card Now Ready

The Textile Card Assn. has announced release of its men's and women's Shoe and Leather Card for Fall 1950 to members of the Association. Colors are the official shades chosen by the joint committee of the Tanners' Council, the National Shoe Manufacturers Assn., and the National Shoe Retailers Assn.

The women's card portrays 12 colors in smooth leathers and 11 in

Census Bureau Says 1949 Shoe Output 1½% Under '48

Footwear production in 1949 totaled approximately 455 million pairs or one and one-half percent less than the 462 million pairs produced in 1948, the Census Bureau reported this week. Women's shoes (regular and playshoes) and house slippers were the only types to show a gain in output for the year.

Production of women's shoes totaled 199.4 million pairs as against 197.4 pairs in 1948, a gain of two million pairs. House slipper output rose from 42.6 million pairs in 1948 to 49.1 million pairs in 1949.

Men's shoes fell from 104.7 million pairs in 1948 to 96.9 million last year. Youths' and boys' shoes were down from 17.2 million to 16.8 million, misses' shoes fell from 29.1 to 28 million pairs, children's from 27

to 24.3 million, infants' from 22.8 to 22.2 million, and babies' from 15 to 13 million pairs.

Although average factory value in Dec. rose to \$3.48 from \$3.34 per pair in Nov., 1949, the average value for the year as a whole was \$3.49 per pair compared with \$3.75 in 1948 and \$3.76 in 1947. Normal seasonal decline in slipper output—from 6,149,000 pairs in Nov. to 3,653,000 pairs in Dec.—accounted for most of the rise in Dec. factory value. Slipper production during the year varied from a low of 6 percent in Jan. to a high of 18.2 percent in Nov.

The following table lists average monthly factory value of shoes during 1949 and 1948 together with adjusted figure indicating what average factory value would have been with uniform production of slippers during the year:


	(In millions of pairs)			% Change	
	1949	1948	1947	'49-'48	'48-'47
Shoes & Slippers	455.5	462.2	468.1	-1.4%	-1.3%
Shoes, Sandals & Playshoes	400.6	413.2	423.2	-2.0	-2.4
Men's	96.9	104.7	106.7	-7.4	-1.9
Dress	70.9	77.3	84.8	-8.3	-8.8
Work	26.0	27.4	21.9	-5.1	+25.1
Youths' and boys'	16.8	17.2	18.7	-2.3	-8.0
Women's	199.4	197.4	207.1	+1.0	-4.7
Regular	137.0	140.3	165.6	-2.4	-15.3
Playshoes	62.4	57.1	41.5	+9.3	+37.6
Misses'	28.0	29.1	28.3	-3.8	+2.8
Babies'	24.3	27.0	27.1	-10.0	-.4
Children's	22.2	22.8	21.2	-2.6	+7.5
Infants'	13.0	15.0	14.1	-13.3	+6.4
Athletic	3.1	3.8	4.3	-18.4	-11.6
House Slippers	49.1	42.6	38.4	+15.3	+10.9
Other	2.7	2.6	2.2	+3.8	+18.2

	1949			1948		
	Avg. Fact. Val.	Adj. Avg. Fact. Val.	Spread	Avg. Fact. Val.	Adj. Avg. Fact. Val.	Spread
Jan.	\$3.63	\$3.59	-.09	\$3.92	\$3.84	-.08
Feb.	3.68	3.59	-.09	3.91	3.84	-.07
Mar.	3.63	3.56	-.07	3.91	3.84	-.07
Apr.	3.55	3.49	-.06	3.78	3.72	-.06
May	3.38	3.35	-.03	3.59	3.56	-.03
June	3.34	3.33	-.01	3.62	3.61	-.01
July	3.37	3.38	+.01	3.68	3.69	+.01
Aug.	3.51	3.53	+.02	3.78	3.81	+.03
Sept.	3.47	3.54	+.07	3.75	3.81	+.06
Oct.	3.46	3.56	+.10	3.71	3.82	+.11
Nov.	3.34	3.44	+.10	3.59	3.75	+.16
Dec.	3.48	3.48	.00	3.76	3.76	.00

suede leathers. Smooth leathers contain Cognac Brown, Cafe Brown, Cinnabar, Brown Cordo, Turftan, Claret Red, Parkway Green, Cherry Red, Admiral Blue, Golden Wheat, Playred, and Green Pepper. All are for town wear with the exception of Cinnabar, Golden Wheat, Playred and Green Pepper, which are the casual category.

Women's suede leathers feature Maple Brown (Balenciaga), Copper-tone, Claret Red, Cafe Brown, Parkway Green, Slate Grey, Admiral Blue, Playred, Turfgreen, Cinnabar and Miami Blue. Of these, only Playred, Turfgreen, Cinnabar and Miami Blue are for casuals. Black is also specified.

The men's card contains nine colors in smooth leathers, two in grained, and five in brushed leathers. Under smooth leathers are Brown Oak, British Tan, Redwood Brown, Tawny Tan, Cherrytone, Saddleton, Natural Tan, American Burgundy and Cordova Brown. Under grains are Golden Harvest and Barkbrown. Brushed leathers contain Desert Copper, Prairie Brown, Slate Grey, Forest Green and Admiral Blue.

 P. T. Barnum exhibited "The Greatest Shoe On Earth." It was equivalent to a size 158, measured five feet four inches long and seven feet six inches high. The patterns cost \$26, the special last cost \$120, and the labor cost \$150.

93% Shoes Sold In 1950 To Retail At \$10 Or Less

Approximately 93.5 percent of shoe sales in 1950 will be made in shoes retailing for \$10 or less per pair, according to an estimate prepared for the Popular Priced Shoe Show of America by Julius G. Schnitzer, chief of the Textile and Leather Branch, Dept. of Commerce. Last year, Schnitzer estimated this figure at 92 percent of all 1949 shoe sales.

The Show, sponsored jointly by the New England Shoe and Leather Assn. and the National Assn. of Shoe Chain Stores, will be held May 14-18 at the Hotels New Yorker and McAlpin,



Head Table Guests

... at luncheon tendered visiting French shoe leaders by New England Shoe and Leather Assn. on Feb. 17 at Hotel Touraine, Boston. Seated, left to right, are Mrs. Eleanor Rondeau, president, H. O. Rondeau Shoe Co., Farmington, N. H.; Albert Chambon, French consul in Boston; and Maxwell Field, executive vice president, New England Shoe and Leather Assn. Standing, left to right, are Charles W. Kerwood, ECA Group Director; Thomas Walsh, Hotel Touraine manager; Carl F. Danner, president, American Hide and Leather Co.; R. Donn, chief of Industrial Analysis Branch, French Embassy, Washington, D. C.; Pierre Keszler, consulting engineer with Shoe Manufacturers Federation, France, and group leader; and Abraham S. Burg, president, A. S. Burg Co., Boston.

U. S. Shoe Sizes "More Truthful," Say British

America's system of shoe sizing is "more truthful" than England's. At least, British women with big feet feel that way about it.

New York City. Close to 5000 buyers are expected to the shoes and related products, which manufacturers and wholesalers will put on display in more than 800 display rooms at the two hotels.

The following table indicated estimated percentage sales by retail price lines made in 1949 and average price per pair of men's and women's shoes sold last year. The average pair of women's shoes retailed at \$6.17 while the average pair of men's shoes sold at \$7.80.

	ESTIMATED AVERAGE PRICE PER PAIR	
	Men's	Women's
1934-1935 (Retail) (1) ..	\$3.59	\$4.03
1947 (Retail) (2) ..	8.38	6.63
1949 (Retail) (3) ..	7.80	6.17
% Change.		
1934-35/1949	+117.3%	+53.1%

ESTIMATED PERCENTAGE SALES BY RETAIL PRICE LINES

	Men's		Women's		Total Footwear (except rubber)	
	1934-1945	1949	1934-1935	1949	1934-1935	1949
Under \$3.00	35.5	...	29.4	2.0	60.1	48.4
\$3.00 to \$4.00	32.2	5.7	26.3	23.9	18.4	21.3
\$4.00 to \$5.00	10.3	24.5	18.9	24.7	5.9	7.9
\$5.00 to \$6.00	8.2	8.3	8.6	5.2	4.6	5.7
\$6.00 to \$8.50	4.2	36.2	14.8	23.2	3.8	5.0
\$8.50 to \$10.00	3.5	14.1	2.1	12.7	2.8	3.9
Over \$10.00	3.1	11.2	1.8	8.3	4.4	7.9
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

(1) Based on Ingersoll study of 1934-1935 production. This study under-emphasized the higher brackets.

(2) Based on Bureau of Census factory value and 40% markup.

(3) Assumes same % of change by types as indicated by change in factory value per pair all types combined (-6.9%), \$3.76 in 1947 and about \$3.50 in 1949.

The Surrey Women's Institute, which has 1200 members, recently asked the British Labor Govt. to make more large sizes of women's shoes available in the shops. The Govt. controls leather supplies and specifications for most types of British-made shoes.

A letter written by one woman member said, "I confess to size 7½ according to the courteous description in this country and size nine according to the more truthful Americans. It is a heartbreaking job to buy shoes for my lengthy feet."

Eastern Hide Men Meet

Hide men, tanners and renderers from six states—Pennsylvania, New Jersey, Delaware, Maryland, Virginia and West Virginia—will discuss industry problems at the first Eastern regional meeting sponsored by the National Hide Assn. The meeting will be held March 6 at the Penn Harris Hotel, Harrisburg, Pa.

Latest methods of hide salting, fire insurance for hide houses, and hide takeoff and delivery will be among major topics of discussion, according to John J. Minnoch, NHA executive director. National officers of the Association will attend and Robert C. McCormick, public relations specialist for the State of Pennsylvania will be luncheon speaker.

LABOR NEWS

Endicott-Johnson Must Arbitrate

New York Supreme Court Justice Riley H. Heath has ordered Endicott-Johnson Corp., Endicott, N. Y. shoe manufacturer, to comply with a 1947 ruling and arbitrate a labor dispute with Local 285, International Fur and Leather Workers Union, CIO. Both company and union were directed to have two representatives at a meeting this week.

The four representatives augmented by a fifth impartial mediator will arbitrate the dispute originating in March, 1947 when 50 tannery employees struck for 13 days over a wage question. Upon return of the workers, three men were discharged for "instigating and participating" in a work stoppage. However, the company's contract with the union expired on June 1, 1947 and the matter was never settled.

Dominion Rubber Co. Signs

Dominion Rubber Co., Kitchener, Ont., Canada, has renewed its contract with United Rubber Workers, CIO. The contract, which covers the firm's shoe divisions, provides for a seven cents wage increase retroactive to Jan. 25, eight paid holidays instead of seven, and three weeks' vacation with pay for workers with 20 or more years of seniority.

New York Playshoe Strike Ends

An eight-day strike by some 6000 shoe workers employed in 50 New York playshoe and slipper firms ended this week as officials of Joint Council No. 13, United Shoe Workers of America, CIO and the National Assn. of Slipper and Playshoe Manufacturers reached a tardy agreement. Terms were agreed upon Monday night and workers returned to work on Thursday.

Members of a second organization, the Greater New York Slipper and Playshoe Manufacturers, Inc., numbering 11 manufacturers, averted a strike earlier by signing a similar agreement.

The new contracts, effective until Feb., 1952, included no wage reopening clause. Major provisions included the following:

1. Manufacturers making one style of shoe in New York City cannot move their plants out of town to continue production of this type elsewhere. Increases in production may be made in outside plants, however.

2. Minimum wage is raised from 75 to 80 cents per hour with a five-cent increase after six months and another after one year.

3. A trust fund supported by employers who will make periodic de-

posits to defray costs of vacation pay.

Ask Maine Cut Be Restored

Close to 1850 shoe workers employed at five Lewiston-Auburn, Me., plants have begun action for restoration of an eight percent pay cut instituted a month ago. The cut was ordered by order of arbitrator Gen. Charles H. Cole, who had been called in to arbitrate a dispute.

Workers are employed at Shapiro Bros. Co., Inc.; Charles Cushman Shoe Co.; Federal Shoe Co.; Crest Shoe Co., and Maine Shoes. They are represented by the Lewiston-Auburn Shoeworkers Protective Assn.

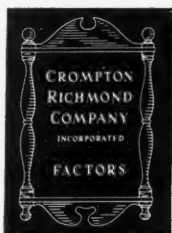
Greenebaum OK's Contract

Officials of J. Greenebaum Tanning Co., Milwaukee tannery, and International Fur and Leather Workers Union, CIO, reached agreement this week on a new contract. Feature of the agreement was a clause providing for payment by the firm of approximately 70 percent of workers' and dependents' doctors' bills annually up to \$150 per person per illness.

The new medical fee insurance is in addition to life, accident, hospital and surgical care insurance already in effect, according to A. J. Tomlinson, president of the IFLWU local. The new insurance will pay all but \$1 of doctors' visiting fees for workers, their wives, and children under 18.

Other provisions include a \$50 Thanksgiving bonus for each worker and three weeks' paid vacation after 10 years of service.

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Moreover, your key men can do a bigger job — by handing credit chores and responsibilities to us...an integral part of Crompton Factoring Service.

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The Human Factor

CROMPTON-RICHMOND CO., INC.

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First For Lissak

... is Mrs. Doris York who has been appointed California sales representative for Lissak & Co., Brockton shoe manufacturer. Her appointment makes her the first woman salesman to represent Lissak and places her among the half dozen woman sales representatives in the entire industry. Formerly executive assistant to the West Coast vice president of Look magazine, she is married to Roy York, prominent in the West Coast shoe industry. Her office will be located in the Haas Building, Los Angeles.

Wholesale Shoe Sales Drop 9% In 1949

Sales of leading shoe wholesalers declined nine percent in 1949 as compared to the previous year, the Census Bureau reports. On the basis of 28 reporting firms, sales in Dec. were down seven percent from Nov., 1949 and 15 percent from Dec., 1948. Reported dollar value of sales in Dec. was \$17,865,000.

End-of-month inventories showed an increase of seven percent from Nov. to Dec., although down five percent from Dec., 1948. Reported dollar values of 22 reporting firms was \$55,261,000. Ratio of stock to sales was 315 percent in Dec., 1949; as compared with 280 percent in Dec., 1948 and 275 percent in Nov., 1949.

NSMA Membership Meeting

The National Shoe Manufacturers Assn. will hold its annual Breakfast Meeting for members and guests at 8:30 a.m., Tuesday, March 7 at the Waldorf-Astoria Hotel. The meeting will take place prior to the opening of the Leather Show.

Featured speakers will be Maxey Jarman, chairman of the board of General Shoe Corp.; Edward L. Drew of the Tanners' Council; and John H. Patterson of NSMA. Tickets are \$2.50 per person.

FINANCE

Dewey and Almy Chemical Co.

Dewey and Almy Chemical Co. reports 1949 earnings of \$976,493, an increase of 39 percent over 1948 and 29 percent over the previous all time high in 1941. Net sales were \$16,297,002, up 3 percent from 1948 and marked the seventh consecutive year in which sales have exceeded any previous year.

Dividends paid in 1949 totaled \$319,949 or \$1.00 per share, compared to \$1.40 in 1948. The figures were announced by Bradley Dewey, president of the company, following a meeting of the Board of Directors at which the 1949 annual report was approved for mailing to stockholders on February 24. The directors also declared a quarterly dividend on the common stock of 25 cents per share payable March 20 to holders of record on March 10.

Mr. Dewey said that in the past two years the company's sales have become definitely seasonal, with the low period in the first quarter, and that because of this and the rapidity with which today's business conditions change, the company will publish quarterly instead of semi-annual statements, beginning in March of this year.

Northwestern Leather Co.

Northwestern Leather Co., Boston, reports a net profit of \$394,253 on sales of \$14,410,483 for the year ended Dec. 31, 1949. This compares with net profit of \$1,433,416 and sales of \$16,585,219 in the preceding year.

Current assets were listed at \$3,585,811 against current liabilities totaling \$880,101 and a working capital of \$2,705,710. In 1948, current assets were \$3,995,581, current liabilities were \$1,415,388 and working capital \$2,580,193.

In a letter to stockholders, Ralph L. Pope, chairman of the board, and Theodore L. Tewksbury, president, reported that dollar sales "on account of the competitive situation" dropped 13 percent in 1949, although footage of leather sold in 1949 was approximately even with 1948. The letter said the number of customers had been increased and the inventory position is good.

U. S. Shoe Corp.

The United States Shoe Corp., Cincinnati, reported net income for the fiscal year ended Nov. 30, 1949, of \$841,215, equal to \$3.55 a share. This compares with net income of \$740,291, or \$3.12 a share, for the preceding fiscal year.

Joseph S. Stern, board chairman, and A. B. Cohan, president, announced that the firm distributed more than \$600,000 to employees during December in the company's profit sharing plan and as bonuses. They also reported that the firm's sixth factory in Vevay, Ind., is now in full operation producing "casual type" shoes.

DEATHS

Harry E. Miller

... 59, an artist for Endicott Johnson Corp., for the past 40 years, died Feb. 15 in Binghamton, N. Y. He had been ill for several years. His recent work included design of servicemen's honor rolls and the drawing of individual scrolls for presentation to guests of honor. Miller was well known as a musician and as a taxidermist. He developed a \$75,000 collection of mounted animal heads which he later sold to a museum. He is survived by his widow, a sister and an aunt.

Rutherford Williamson

... 69, former vice president of Dack's Shoes Ltd., died recently in Florida where he was visiting. He had been associated with the shoe firm for more than 35 years and at the time of his death was a member of the board of directors. His wife, a son and a daughter survive.

Daniel H. Sheehan

... former foreman at Adams Bros. Shoe Co., Pittsfield, Mass., died recently at his home in Manchester, N. H. He was well known in the area, having been connected as a foreman with the Manchester and Nashua plants of J. F. McElwain Co. Survivors include two sisters, two nieces and two nephews.

William A. Brady

... former cutting room foreman with the J. F. McElwain Co., Nashua, died recently in Claremont General Hospital, Claremont, N. H. He was prominent in the Claremont Lodge of Elks. Surviving are his wife and several distant relatives.

A. Linton Batjer, Sr.

... 69, retired treasurer of the Finigan Hide Co., Houston, Tex., died Feb. 19 in Houston, Texas. Batjer had been in the hide business in Texas for the past 48 years. He is survived by his widow and three sons.

Edward Merner

... 89, New Hamburg, Canada manufacturer and founder of the Hamburg Felt Boot Co., died recently in Kitchener, Ont. He founded the business on March 1, 1898 and was active until 1937 when he retired and turned the plant over to three nephews. He maintained an office at the plant until eight weeks before his last illness.

Joseph L. Murray

... 55, sales representative for the Hickey Leather Co., Grafton, Mass., died Feb. 15 at his home in New York City after an illness of several months. A graduate of Amherst College, Murray served in the first World War and was active in community affairs. He was well known in the leather trade. He leaves his wife, Ruth; a daughter, Mrs. Edward S. Cooke; and a son, Richard L. Murray.



FINE LEATHERS
for
FINE SHOES

...

See them at

BOOTH 8

Waldorf Astoria

MARCH 7-8

...

BARRETT & CO., INC.

MANUFACTURERS OF FINE CALF LEATHERS

VESEY and HERMAN STS., NEWARK, N. J.

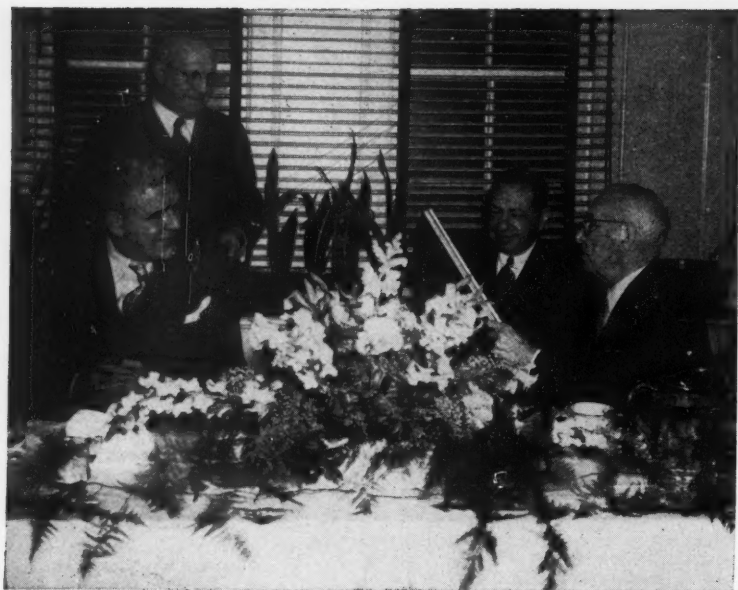
AGENTS

Mutual Leather Company
36 South Street
Boston, Massachusetts

George J. Gutjahr
229 East Sixth Street
Cincinnati, Ohio

Irwin C. Wehmeyer
744 North Fourth Street
Milwaukee, Wisconsin

Fred A. Lyons
1221 Locust Street
St. Louis, Missouri



Marks' 90th

... Receiving citation at testimonial dinner on the occasion of his 90th birthday and 74th year in the shoe industry is Leslie V. Marks, founder of L. V. Marks & Sons Co., Cincinnati, O. shoe manufacturers. Testimonial luncheon was tendered Marks by Kid Leather Guild of Tanners' Council, which presented the industry's oldest living veteran with a citation embossed on white and gold kid leathers. Standing is William F. Hickey, vice president John R. Evans & Co. who made presentation. Seated left to right are Mayor Albert Cast of Cincinnati; Joseph Stern, chairman of the board of U. S. Shoe Corp.; and Marks.

QM Awards Safety Shoes

Allen-Squire Co., Spencer, Mass., and Endicott-Johnson Corp., Endicott, N. Y., have been awarded contracts by the New York Quartermaster Agency to manufacture a total of 25,008 pairs of shoes with safety toe and oil resistant soles. The award was made under QM-30-280-50-359.

Allen-Squire Co. was awarded 19,836 pairs on the basis of \$5.61 per pair while Endicott-Johnson will manufacture 5,172 pairs at \$5.457 per pair. Procurement is for the U. S. Army.

North American Supt.'s Assn. To Meet In May

The North American Shoe Superintendents' and Foremen's Assn. will hold its annual convention May 19-20 in New York City, Joseph Goldsmith, president of the Association, announced this week.

The Association, which was organized last year and held its first convention in Canada, comprises three Canadian organizations and the Superintendents' & Foremen's Assn. of New York. Annual meetings will be held alternately in the U. S. and Canada.

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Approximately 80 delegates representing the 2000 members are expected to attend the convention. In addition, representatives of the New England Shoe Foremen's and Superintendent's Assn. will be present.

Tentative program has been arranged as follows:

Friday, May 19

7:00-8:00 p.m.—Reception for visiting delegates at the New York Assn. clubhouse in Brooklyn.

8:00-10:00 p.m. — Combined meeting of all organizations.

Saturday, May 20

1:00-2:00 p.m. — Luncheon at Hotel McAlpin, New York.

3:00-5:00 p.m.—Forum discussion and election of officers.

2:30 p.m.—Sightseeing trip for wives of delegates.

9:00 p.m.—Dinner-dance and entertainment at Hotel McAlpin.

Plans are also being made for a possible visit to shoe plants in the New York and Brooklyn areas. Time will be announced later.

1949 Retail Sales Off 6%

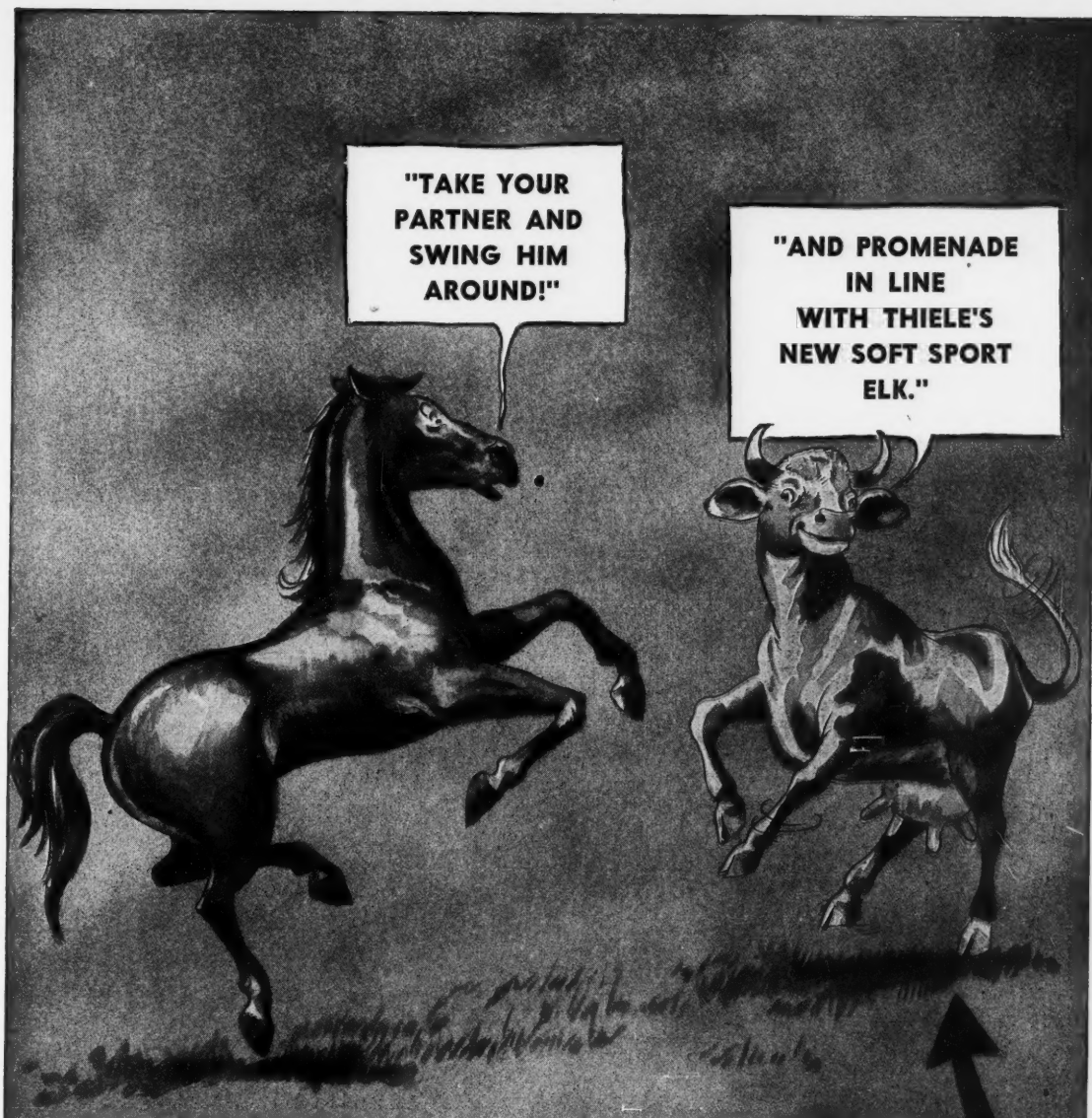
The nation's independent retail shoe stores did six percent less business for the 12 months of 1949 than in the previous year, the Commerce Dept.'s Bureau of the Census reports. Retail shoe store sales during Dec. were 30 percent higher than in Nov., reflecting seasonal Christmas purchases, but six percent below last Dec.

Sectionally, some of the nation's cities reported the following changes from Nov. to Dec.: New York, up 21 percent; Chicago, up 22 percent; Philadelphia, up 32 percent; Pittsburgh, up 64 percent; Detroit, up 14 percent; Cleveland, up 8 percent; Milwaukee, up 21 percent; Dallas, up 20 percent; Baltimore, up 57 percent; Washington, D. C., up 19 percent; St. Louis, up 28 percent; Los Angeles, up 43 percent; and San Francisco, up 39 percent.

Although Boston reported only a three percent gain from Nov. to Dec., its shoe sales for the entire 1949, unlike most of the country, ran nine percent higher than 1948.

It is said that the hide of an elephant is four inches thick in certain places. It can also be said of some people.

**MORE NEWS
STARTS ON PAGE 81**

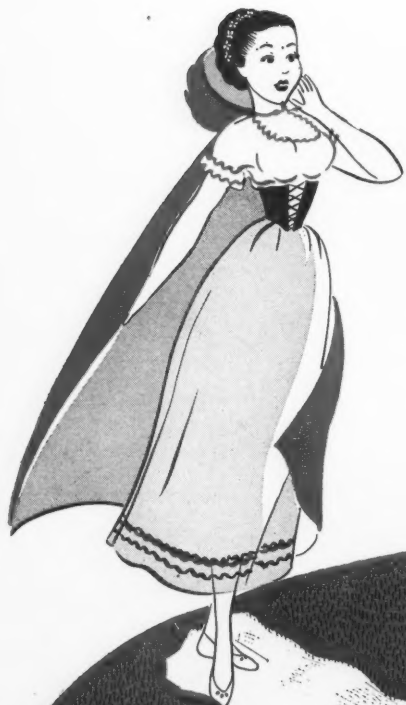


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WE TAKE PLEASURE IN INTRODUCING
OUR NEW LINE OF ANILINE SPORT ELK
IN ALL HIGH COLORS

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Snow White Cobble-Whites

for knight, knave or maiden fair

There is a Cobble-White to suit your white
leather needs precisely . . . for Cobble-Whites come in a
complete selection of Smooth and Elk in Kips, Extremes
and Sides. It will pay you to see Brezner First!



ALSO, BE SURE TO SEE BREZNER
FOR GAY, BRIGHT COBBLE-TINTS
just right for Spring

SEE COBBLERIGHT'S LATEST SURPRISES!
BOOTH 7 WALDORF-ASTORIA
AT THE TANNER'S COUNCIL LEATHER SHOW

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TANNERY: PENACOOK, N. H.

REPRESENTATIVES: LOS ANGELES, CAL. - Russ White Co. • MONTREAL, CANADA - D. Chauinard • TORONTO, CANADA - Ed. R. Lewis Leather Co., Ltd.
ST. LOUIS, MO. - H. B. Avery Co. • NEW YORK, N. Y. - Homer Bear • ROCHESTER, N. Y. - John E. Graham • MILWAUKEE, WIS. - John G. Freeman Co.

Leather Show To Launch Healthy Sales Year

Aggressive consumer promotion, declining retailer inventories forecast high level of shoe output and sales for year. Promotion to prove large factor.

IT has been several years since tanners approached the Tanners' Council Official Opening of American Leathers, to be held in New York March 7-8, with such evident confidence and anticipation. After a prolonged period of relative drought and instability, prospects of a healthy productive and sales trend in 1950 are providing a badly-needed hypodermic. Whether the "shot in the arm" will prove long-lasting is problematical—but the fact remains that the leather and shoe industry may find the patient healthier than expected.

Basis of the new-found optimism is necessarily sound. Tanners have experienced too many disappointments recently, too many uncertain months of close figuring to be taken in by a rainbow mirage. Only facts and figures, and solid analysis of these, can command their confidence.

The most significant fact facing both tanners and shoe manufacturers today is the present low state of retailer shoe inventories. Dept. of Commerce statistics show that 1949 shoe sales were actually greater than production—the first time this has happened since 1946.

The extra shoes sold were taken from stocks on hand in retailers' stores.

Taken on face value alone, this

fact would indicate a healthy condition in the industry. Presupposing merely a normal sales year in 1950 (about 3.1 pairs per capita), shoe retailers would be forced to place substantial orders in order to replenish stocks and meet consumer demand. With a better-than-normal sales year in prospect, the picture becomes even brighter.

Retail shoe sales in 1949 were approximately 455 million pairs. Although dollar volume fell about six percent, this was balanced by a decline of almost seven percent in the average value per pair of shoes. Based on this, unit sales in 1949 increased about 10 million pairs over the 445 million sold in 1948.

During 1947-48, manufacturers delivered more shoes to retailers than were sold in the two-year period. By the end of 1948, retailer inventories were higher than at any time in the previous five years. Yet the end of 1949 found retail shoe stocks

down to earlier levels. Seasonal markdown sales during the early part of this year drained stocks even more. Significantly, retailers began to pay more attention to replacement purchases.

The result is beginning to show up in actual orders. Spurred on by growing demand, shoe manufacturers generally are making plans for expanded production. The effect is bound to be felt in national shoe production as a whole.

Early estimates place shoe production in 1950 between 467-469 million pairs — a substantial increase over the 462 million pairs turned out in



List of
LEATHER SHOW
EXHIBITORS

Starts
on Page 43



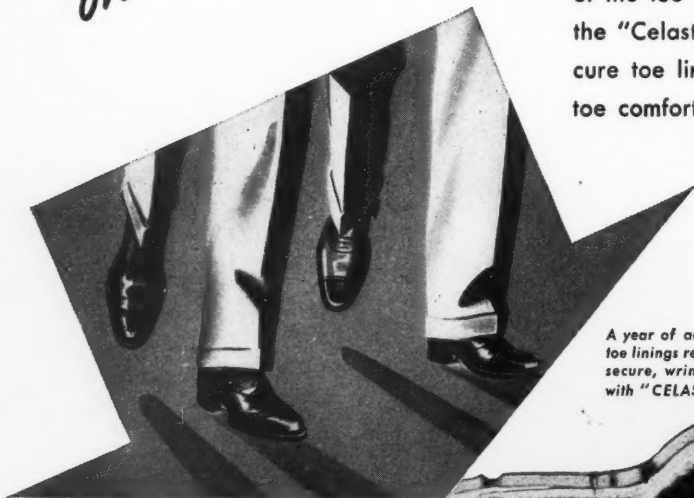
1948 and on a par with the 468 million pair output in 1947. Despite the still-growing emphasis upon casual shoes, this indicates an increase in all categories — men's, women's and children's.

Leather Supply

Tanners, as shoe manufacturers and retailers, have for some time

(Concluded on Page 20)

*Here's the
"Inside Story"
on Toe Comfort*



A principal cause of toe discomfort is wrinkled, or loose, toe linings . . . this condition can be prevented by the use of "Celastic"* Box Toes!

The reason: "Celastic" is a woven fabric impregnated with a plastic compound that fuses together lining, box toe and doubler to form a strong three-ply unit.

Technically speaking . . . when the plastic compound is activated by the solvent, the resulting colloidal solution penetrates the adjoining lining and doubler . . . when the solvent evaporates, the plastic compound hardens, securing itself in the weave of the toe lining and doubler . . . locking them to the "Celastic" box toe. This fusion provides a secure toe lining and a smooth interior . . . assures toe comfort for the wear-life of the shoe.

A year of active wear yet
toe linings remain smooth,
secure, wrinkle-free . . .
with "CELASTIC"



UNITED SHOE MACHINERY CORPORATION
BOSTON, MASSACHUSETTS



*"CELASTIC" is a registered trade-mark of The Celastic Corporation

LEATHER and SHOES—February 25, 1950



NATURE'S COLOR

Golden Wheat

SKILLFULLY CREATED IN . .

Colonial's new Golden Wheat is a natural for Velka. It gives dress shoes as well as casuals the look of newness and fashion significance. Mellow Colonial Velka gives perfect shoe comfort. It wears and wears, always maintaining its gentle pliability. Give your shoes sales-appeal as well as look-appeal—make Spring and Summer styles in Golden Wheat Colonial Velka.



TRADE MARK

Colonial
VELKA®

COLONIAL TANNING COMPANY, Inc.
Boston 11, Massachusetts

Leather Show . . .

(Concluded from Page 17)

concentrated on keeping leather production in line with sales. If shoe output, therefore, reaches expected levels, there will be as much leather purchased as shoes made and sold. On the basis of two square feet of leather required per pair, and a pair-age increase of approximately 10 million pairs, this means an increase of 15-20 million square feet additional leather required for 1950.

With supplies of hides and skins already limited, expanding leather production will put rawstock at a premium. There is little prospect of an increase in rawstock available, either through increased domestic slaughter or imports.

The net effect should be to keep both the hide and skin and finished leather market at extremely firm levels this year. In previous years, tanners might have regarded this with mixed feelings, fearing buyer price resistance. However, since shoe manufacturers' stocks of leather are low, manufacturers will have to purchase enough to meet both retailer and consumer demand for shoes. Hence, the reason for tanners' optimism—the prospect of good demand at firm prices.

Short Range Buying

One inescapable postwar trend



temper this optimism with a note of caution. Though the entire industry is less afraid of piling up unwanted or high-priced inventories than in recent years, short-range buying is still the rule. Tanners, shoe manufacturers and retailers have so long kept to the policy of smaller orders and more frequent buying that the habit has now become ingrained. The days of long-range large orders are apparently gone.

As a result, tanners no longer expect heavy seasonal sales but rather look for a more constant flow of orders throughout the year. Production of finished leather is figured "close to the vest." As sales go, so goes production.

Any change in this cycle must stem from the retailer. Before shoe manufacturers change their buying habits, retailers must look to theirs. Longer range orders for shoes must precede larger purchases of leather.

Overall, the prospects for higher shoes production and sales are extremely favorable. Enough raw materials and supplies must be bought to meet the demand. Whether purchased in large or small quantities, at long or short intervals, the same amount must be purchased over the space of the year. The hazards and problems of short-range buying are still present but the industry is learning to accept them and work with them.

The Kickoff

As usual, the Leather Show will provide the springboard for buying during the year. The accent is less, however, on quantitative rather than qualitative buying. Assuming a normal amount of sampling and sales at the Show, its real value to both tanners and shoe manufacturers will be found in a fashion sense—not as a sales volume indicator.

As the "kickoff" leather and fashion show of the year, the event will preview the shoe picture for 1950. New colors, new leathers, new finishes will be considered. What buyers emphasize among these and repeating leather fashions will point the way for tanners in coming months. Conversely, shoe manufacturers will be influenced by what they see in planning their fall and winter production.

Colors, particularly, will again take the center of the stage. Shoe buyers visiting the record 90 exhibits at the Show will again concentrate on these—what colors for what types of shoes.

There is considerable variety in colors this year. High colors are finding more favor than ever in women's shoes. Blues, reds, and greens are everywhere. Despite this, the color picture resolves itself into a more conservative picture than viewed at first glance.



Black, as usual, will rule in 75-80 percent of women's shoes for fall and winter. This is particularly true in calf and kid suede. Blue and brown will divide honors for another 12-15 percent. Smooth kid will also find black far in the lead. In smooth calf, brown will enter strongly into the running. Blue will follow with red and green taking what is left.

Promotion

The emphasis upon colors indicates that the shoe industry has decided to shed its wraps and get down to business—the business of expanding sales through promotion and merchandising. Instead of wailing about bad years in the recent past, manufacturers are now looking forward to better years. They realize that consumer price resistance no longer poses their biggest problem. Consumer shoe inventories are still low. The public is ready to buy more shoes—but it must be sold first.

Whatever the result of the Show, leaders in the industry are convinced that 1950 offers the best opportunity in years for aggressive salesmanship and promotion. In the long run, these are the factors that will decide the pay-off.



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Side Leather



SIDE leathers, as usual, will prove the big seller among leathers for Fall. Normally, they account for 65-68 percent of the nation's shoe upper leathers each year. With the accent on casuals, playshoes, moccasins and loafers still growing, side leathers will play an even more important role in Fall buying.

In addition, the continuing consumer trend toward lower price dress shoes, both men's, women's and juveniles, will focus manufacturers interest upon these leathers, which have been improved so considerably in the past few years.

Shoe manufacturers who used calf and kid leathers almost exclusively for men's and women's dress shoes before the war now allocate a considerable part of their output to side uppers. The shortage of both calf and kid during and immediately after the war provided the first impetus. Continued limited supplies plus the high cost of these leathers in the face of consumer price consciousness completed the changeover.

Thus, as consumer emphasis continues to focus on both casual types and medium and lower price footwear, better tannage side leathers become increasingly important. This appears to be the picture for Fall.

The Market

The hide market picture is fairly static. Cattle slaughter in 1950 is expected to hold even with 1949 at 21 million head. Despite the high hopes of many tanners for increased hide imports because of currency devaluations, results have proved otherwise to date. Hide imports from Argentina since devaluation of the peso totaled only about 400 thousand hides by the end of Jan. and only 100,000 of these had reached U. S. shores.

In 1949, cattlehide imports totaled only 948,000 pieces against 2,478,000 pieces in 1948. Our net import-export position for the year showed an export loss of 155,000 hides as compared with an export gain of 2,128,000 hides the previous year. This year promises little easing of

the situation.

Total side upper leather production amounted to 28,028,000 sides in 1948. Of this, 22,529,000 sides went

for dress shoes and 4,057,000 for work shoes and other types. Last year's side output has been estimated

(Continued on Page 28)

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172 N. Franklin St., Chicago 6, Ill.

Side Leathers – Growing Influence In Fashions

By

Polly Drew

Beggs & Cobb, Inc.

WHILE the effort of side leather tanners must ever be directed to the maintenance of utilitarian and practical values, this year we find ourselves giving far greater consideration to style appeal. Our creative thinking has developed to the point where the side leather styles for the coming season are in a distinctive classification—distinctive in their origin and in their execution. The American way of life, tending toward shorter working hours and longer hours of leisure, has influenced shoe styles, requiring functional designing in a moderately priced shoe and thereby bringing side leathers into the style limelight. The source of inspiration for our side leathers is today originating within our own field.

The average American can look exclusively on a limited budget. Only in this country does the woman of moderate means have a choice of an infinite variety of new shoe designs. In her footwear wardrobe is a high-heeled shoe for dressy occasions, and a tailored shoe with perhaps a

medium-to-low heel for active duty. They are both sleek in the 1950 design and they may well be made with airy-light, lustrous kip leathers, produced today with a look of character and quality. To complement a tweed skirt and cashmere sweater we will find one of the many versions of the loafer, and for this shoe the manufacturer has invaded the men's field in using a combination-tanned, smooth side leather in rich two-tone effects.

For the infinite varieties of playshoes, the side leather tanner has long specialized in Elk-type leathers that are easy to live with and delightful to look at, styled with an emphasis on color in keeping with a casual mood. And coming into the picture is the softee shoe made from side leathers of a glove-like tannage, with the illusion of weighing nothing, though actually in 4½-5½ ounce weight for practicality.

Color With Definiteness

In the consideration of color it is important to note the value of dis-



Left: Misses' two-strap buckle shoe, with modified T-strap looped to lower cross strap. Shoe by Sam Smith Shoe Corp.

Center: Boys' sturdy wing-tip oxford with perforated toe, vamp and quarter, blucher style, leather sole. By Sam Smith Shoe Corp.

Right: Men's wing-tip oxford with modified heavy fittings at vamp and quarter, and prominent welting. By A. Freedman & Sons, Inc.

tinctiveness in Fall promotions which can result in the sale of one popular shoe model in several colors. We offer in side leathers colors with definiteness. The old standbys—Café Brown with perhaps an added plum cast, and Cognac in the red-brown family, are still good for dress and tailored types respectively. Cherry Red and Parkway Green give a lift to the neutral wardrobe. Then there is Claret Red (the name is misleading—it is actually a light wine) and Brown Cordo which is the newest note for volume production. It is a versatile color to complement browns, wines, greens, blues and greys. It is a good tailored shoe color. Among the Fall playshoe colors there are Cherry Brown, Rust, Green Pepper, and a deep Red. They are all good traditional Fall tones but with a livelier, lustrous interpretation for 1950.

(Concluded on Page 34)

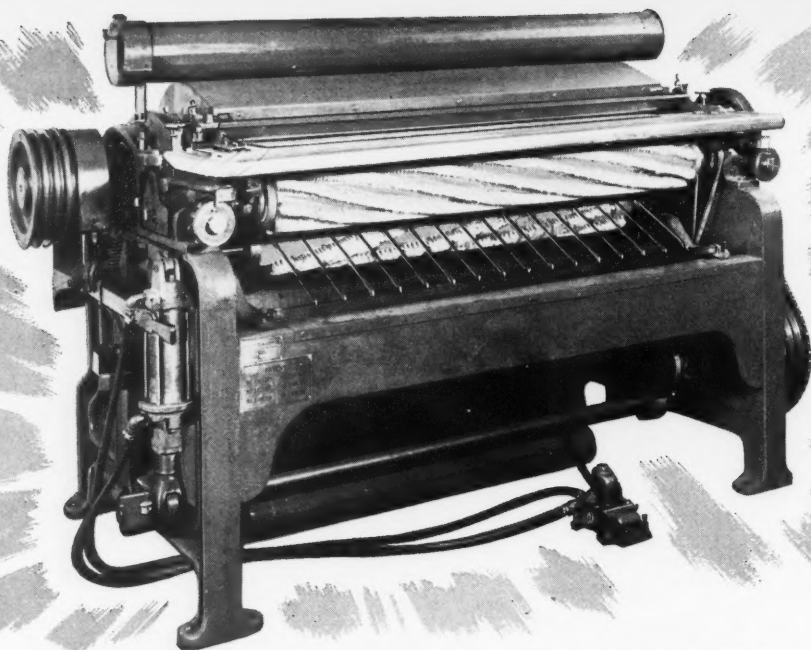
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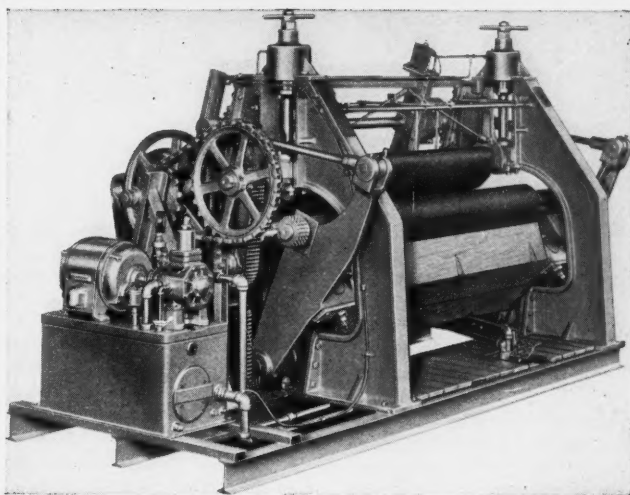
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Calf Leather



UNLESS the unexpected occurs, calf leathers appear headed for another year of uncertainty. This uncertainty, however, stemming from a decline both in slaughter and leather production last year, should not appreciably affect the calf leathers for Fall story.

As a whole, calf leathers, both suede and smooth, light and heavy-weight, have been available in fairly plentiful supply. Although prices have been very firm with some rises noted in medium grades, shoe manufacturers have experienced little difficulty in getting what they wanted. This, in itself, has tended to sow the seeds of uncertainty in the future.

Briefly, tanners have been holding production at the level of sales for some time. Shoe manufacturers, haunted by short-term retailer buying, have kept their leather orders to a minimum, often held them off while seeking to define advance seasonal trends. As a result, late orders for Spring and Summer runs have placed undue strain on calf leather manufacturers in the past month.

Should a heavy demand for calf leathers rise suddenly in the next few weeks, a shortage could easily result. Buyers, faced with limited supply and possibly skyrocketing prices, would necessarily turn to other leathers to fill their requirements.

Variables

The situation depends upon a number of variables. If kill remains at expected levels, rawskin prices should hold to recent high levels and there will be no sudden rush of buying by tanners. If prices are unexpectedly forced higher, tanners would be forced to turn to kips or other leathers.

Some tanners fear another extreme. We are now in the season when light calfskins are produced in greatest quantity. Prices on the domestic market declined recently from 70c to 65½c per pound. If this downward trend were to continue, reaching a low in the vicinity of 55c

or even 50c, the resulting drop in leather prices might cause a run on the market. Tanners would find themselves sold up in no time.

Majority opinion, however, sees little likelihood of this. Most tanners look for reduced kill and comparatively limited rawstock supply to keep both calf skin and calf leather supplies at fairly constant levels. Finished leather prices, as a result, should hold close to present levels.

Supply-Demand Balance

The most outstanding determinant of the calf market is the continuing close balance between supply and demand. This was evident in 1949 and should be even more so this year.

Last year, domestic calf slaughter declined 7.1 percent from 1948—down to a total slaughter of 14 million calf, including kip. Slaughter for 1950 is estimated at the same figure. Production of calf and whole kip leather, however, fell only about 400,000 skins, a decline of about four percent from the 10,480,000 skins produced in 1948. Since leather production fell only four percent while kill was down 7.1 percent, the difference in decline must be evened off this year. The result: lower output of calf and kip leathers.

Little help can be expected through imports. Our export-import position of calf and kip showed a virtual balance during both 1949 and 1948. In 1948, we imported 1,000,000 pieces and exported 1,063,000 pieces. Last year, we imported 994,000 pieces and exported 951,000, a net import balance of 43,000 pieces. There should be little change in 1950.

With shoe production for this year estimated at between 467-469 million pairs, an increase of nine to 11 million pairs over 1949 output, the supply of calf leather uppers should grow increasingly tighter as the year advances. This, despite the fact that production of shoes and slippers with leather uppers fell from 409 million in 1948 to 390 million last year, a decline of approximately

six percent from the average 415 million pairs produced annually during 1945-1948.

On this point, the use of leather uppers has fallen off appreciably only in casual type shoes and slippers. Since the better upper leathers are not used in these, reduced upper leather demand should not affect calf leathers appreciably—either in prices or supply.

In defining the situation, John Patterson, NSMA economist, reports that "reduced supplies of goat and calf skins, coupled with a continued net export balance of cattlehides, will keep upper leather supplies closely in balance with requirements, despite an apparent surplus of heavy Winter hides."

Prices

With prices of heavy calf skins holding nominally at 56c per pound and light skins only recently dropping from 70c to 65½c, finished leather prices have held to consistent levels. Unless more plentiful light skins should drop unexpectedly, prices of lightweight calf leathers should hold.

Tanners report consistently good demand for women's weights smooth calf leathers, particularly in colors. Black is always strong, of course, but blue, green and red as well as brown have sold well. Prices have been quoted at \$1.06 for very best selections with lesser tannages selling correspondingly lower.

Best grades of men's weights, though limited in supply, have been moving well, while medium and lower grades have also found fairly good business. Here, too, best selections bring a top of \$1.06 with C grades quoted at 85c to \$1.00, D grades, 75-94c, X grades 70-84c and XX grades approximately 60c.

Although the suede season has not really started as yet, tanners report fair sales to manufacturers of top quality novelties, especially in high colors. Sales for the Fall run will begin shortly. Prices for top grades have remained fairly constant with a high of \$1.20 quoted.

Calf Highlights For Fall Shoe Styles

By

Ruth Hamilton Kerr

Calf Leather Division, Tanners Council

ONE of the most surprising footwear fashion developments of the year is the continued demand for navy blue in all women's calf leathers. Present orders for these will carry right through to August production. The preferred Admiral Blue shade and one slightly darker for fall are both on order on smooth and grained calf and suede calf. Handbag calf in Admiral Blue is in short supply. It appears certain that navy blue has moved in as a year-round staple in women's fashions. Several textile executives believe that this increasing demand for navy cut deeply into the volume demand for black.

Another surprise is the strength of the Cognac Brown color in all types of calf leathers. During this past season, Cognac was used in place of Cafe Brown in some styles—for very extreme dress type shoes, or for simple dress pumps on curved Louis heels. This is a trend worth noting, for advance orders on Cognac show that it will press Cafe Brown, and may even surpass it in smooth calf, though Cafe is still second to black in advance orders for suede calf.

Greens and Reds

Interest in all the greens except the dark Parkway Green has receded. Only the Parkway Green is being ordered in any volume in smooth, grained and suede calf. Alligator Grain on Calf has shown a spurt in Green Pepper and several medium tones, for combinations with suede or for allover town casuals.

But reds are on the rise. Bright red, Cherry Red, and a clear Claret Red are all in demand in smooth and grained calf and alligator grain. New fashion emphasis is on rust and the tile reds, also. Newest color in high fashion is the burnt rust tone revived from the 'Thirties in calf handbags. This color family is represented by Cinnebar and other copper tones launched by individual tanners this past fall and winter. It is on order in fair volume for fall sampling, but is still a limited fashion. Equivalents of this brilliant rust in sueded leathers are hard to put through the factory and difficult to clean.

Suede Declining

The decline of suede in first importance was noted all through the recent fall season. Many stores were overstocked on suede shoes and some retailers took such markdowns that they are now a bit wary about suede as the over-all fall leather. The popularity rise of suede began in 1937, and only now has the peak been passed.

According to advance sampling it is the lighter colors (not light but lighter) in smooth leathers that may drive a wedge into the suede volume. Newest of these is the Maple Brown in smooth leather after so long an association with suede finish in the Balenciaga tone. Another is Turftan, plain or antiqued. Both Turftan and Cognac are liked best in their brighter, livelier versions. This trend to livelier tones gives new importance to rust and Cinnebar shades.

Another new calf is a dark Cordovan brown (lighter and redder than Cafe Brown) which smartly adapts to women's tailored and town casual shoes as introduced last fall. Claret red and Brown Cordo are both limited in volume, but offer good coordination possibilities.

Camel Tones

In high-grade town casuals and girls' campus types there is a continuing interest in blond, wheat and camel tones in smooth and suede calf and alligator grains. The camel tones are especially important. Present orders on smooth calf detail the blond color to be used with smooth white or suede white calf in summer shoes. The mounting interest in white calf is significant as applicable to winter resort shoes. Present orders on white calf cannot be delivered if navy blue calf production and other basic colors take precedence.

Smooth calf in bright red, navy blue and cognac brown is a rising favorite in toddler dress sandals and Mary Jane anklets, and in infants' footwear there is increasing call for baby pastels—Blue, pink and yellow.

Men's Calf Colors

Favorite colors in men's calf, according to advance sampling, and three reliables: Oak Brown, British Tan, and American Burgundy. But a new color has been developed, darker than British Tan and more ruddy than Oak Brown. It's called Redwood. It shows to excellent advantage both in smooth and grained men's calf. Another new calf color is Cordovan Brown. As the name implies, it is a rich dark brown with a slight reddish undertone. This has been promoted as Brown Maroc in the high-grade men's lines.

Cordovan Brown and Redwood are the two new colors introduced in men's bantamweight summer shoes that might be classified as town casuals. Good examples are the new elasticized leather stepins first introduced last fall. Men's weight suede or brushed calf have shown an astonishing new fashion growth this past year. In recent months their actual sales potential has almost doubled. Tanners of these leathers are receiving advance orders for such colors as Prairie Brown, Mission Brown and Admiral Blue. Newest color in this calf suede is Desert Copper, a rich rust tone. Slate grey and lighter stone greys are still favored, along with Natural Tan, for casuals.

General Style Trends

New fashions of 1950 continue the strong influences that terminated in 1939. They are emphatically American in accent as differentiated from the extreme contrived designs emanating from overseas after the war and unsuited for American tastes in the new half century—tastes tending toward the casual. The whole over-all fashion trend continues toward clothing and footwear adapted to leisure-time uses—styles emphasizing the free and open silhouette, the casual yet smart and graceful.

Calf will find expanded use in footwear in fall lines. For instance, the open patterns requiring less leather footage allow use of finer leathers.



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INQUIRIES INVITED

Side Leathers . . .

(Continued from Page 21)

at approximately 27 million sides. Side output for 1950 fell well below this figure. Supply will, therefore, continue closely in balance with requirements by shoe manufacturers.

Shoe Production & Sales

Shoe production last year totaled approximately 458 million pairs, nine-tenths of one percent below the 462,320,000 pairs produced in 1948. Comparatively high level of '49 output was due to the increased output of house slippers and women's playshoes, according to the Tanners' Council. Actually, women's shoes showed an increase of 3,216,000 pairs or 1.6 percent over 1948. Significantly, the increase came not in dress shoes but casuals.

During the early part of 1949, women's sandal and playshoe output showed a consistent gain over 1948. May was a peak month but output in June, July and Aug. continued to hold. The natural conclusion was that casuals were gaining not only in seasonal sales but in year-around acceptance.

Figures bear this out. During the first 11 months of '49, women's playshoe and sandal output totaled 58,747,000 pairs, a gain of 5,288,000 pairs over the 53,459,000 pairs turned out in the corresponding period of 1948. Total 1948 women's playshoe and sandal output was 57,104,000 pairs.

On this basis, it is fair to assume that total output of these types in 1949 exceeded 62 million pairs, or five million pairs more than in 1948. Since women's shoes as a whole increased some three million pairs for the year, it is likely that most if not all of the gain came in casual types, with a consequent decrease in dress types.

Trade estimates see 1950 shoe output between 467-469 million pairs, a three percent increase over 1949. Thus, even if women's and men's casuals output remains unchanged at present high levels, the drain on side leathers for these and other types of shoes promises to be heavy. Conclusion: side leather prices will hold steady at the very least, probably show some increases during the year.

Prices

Despite the expected seasonal price decline in the domestic hide market during Jan., finished side leathers

(Concluded on Page 80)

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Kid Leather



THE kid leathers picture for Fall, were it not for the highly uncertain rawskin market, would be highly encouraging. Sales of most finished kid leathers have been brisk following a somewhat slow start. Although buying slumped seasonally with the turn of the year, it took new heart in late Jan. and by the end of Feb. had gathered real momentum.

Whether 1950 will prove good, bad or mediocre for kid tanners and shoe manufacturers using these leathers depends primarily upon overseas goatskin markets. Tanners have a fair supply of skins on hand but they are hungry for more. The foreign markets upon which they must depend for their skins have showed little tendency to compromise.

Because British and other European buyers have proved consistently willing and able to pay the high prices asked by goatskin traders, U. S. tanners have often gone begging for skins. Devaluation of the pound sterling and other currencies has helped little since rawskin prices at origin have been hiked up to pre-devaluation levels. Then, too, the Marshall Plan has provided foreign buyers with funds enough to meet high asking prices.

One of the best indicators is 1949 output. During the year, we imported about 2,500,000 less goatskins than in 1948 and some five-six million less than in a normal pre-war year. As a result, kid leather production fell over three million skins below 1948. The outlook for 1950 is even less.

Based on these figures, it appears that kid leather prices will continue firm for Fall buying. Tanners have managed to keep prices fairly static since the first of the year and shoe manufacturers should be able to purchase the bulk of their Fall kid leather requirements at prevailing prices.

Kid Suede

Among kid leather tanners, suede is anticipated as the biggest seller for Fall. Naturally, few can say whether kid suede will reach the

high selling volume of last year. However, the outlook is good.

Many tanners are now receiving suede orders for delivery during the next four to six months. Production was stepped up early in Feb. and is expected to remain at these levels because of these orders.

The price situation has showed little change since the first of the year. List prices run from 35-88c with a 90c high quoted from time to time. Sacrifice sales on cheaper grades have been reported as low as 30c but with the recent pick-up in demand, tanners are managing to get their list prices on all grades. Volume sales have been made in grades selling 60c and below and here tanners find themselves taking orders for months ahead.

Black suede is queen. Nothing else seems to rival it seriously in popularity. There is a good deal of talk about colors for Fall but definite shades are yet to appear and there is little actual ordering as yet. Tanners are receiving some orders for browns and dark blue for Fall cuttings.

In all probability, several shades of brown, burgundy, dark green and dark blue will go into high style Fall shoes. Some tanners feel these colors will have a good run. Many, however, do not take the colors too seriously, for when it comes right down to sales, black is Number One followed not too closely by the dark browns.

Glazed

Glazed kid is not the seller it once was and most tanners do not look for it to approach suede in popularity. Actually, production of glazed kid is not geared to Fall shoes as suede kid is, since so much black and brown glazed goes into health and "comfort" shoes worn the year around.

There is, however, some advance interest in colors for glazed kid for Fall cutting—some buyers talk of a multicolored shoe. Recent production

has been spotty and business has been below the level of suede.

Prices, to date, have covered a fairly wide range. Although the low has remained constant at around 30c, top prices have varied from 90-95c with \$1.10 sometimes quoted for a very special high grade of leather. Fair sales have been made in the entire range with heaviest buying at the lower levels. No price changes are anticipated.

Slipper

This is not a Fall specialty. Christmas is the big slipper season and buying rarely becomes substantial before summer. However, tanners sell some brown slipper kid throughout the year to men's slipper manufacturers. There is also a constant trade in colors to cowboy boot makers. Prices have held between 34-60c, with the higher price larger skins going for cowboy boots.

Linings, Etc.

There has been a fair amount of business done in kid linings this year, with most sales in the 30-40c range. Linings can be bought in prices from 23-53c. Tanners look forward to large volume selling for Fall, although advance ordering has been small. How much actual business will materialize is another question, since kid linings will find keen competition from both sheep and synthetic leathers.

Crushed kid is manufactured by only a few firms and is not really considered in the running for Fall. It generally sells between 35-65c. Finally, satin mats are handled only by tanners for special permanent accounts and is used only in the highest price shoes. It sells between 50c-\$1.10.

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COORDINATED COLOR CHART—FALL 1950

	CHARMOOZ	GLAZED KID	AMALAC	ALLIGATOR LIZARD	CALCUTTA LIZARD	AGRA LIZARD	IGUANA LIZARD	ERMINE SNAKE	LINING
CAFE BROWN	923	123	721	534	23	338	534	38	223D
ADMIRAL BLUE	959	159	769	559	259	359	459	59	139W
PARKWAY GREEN	977	77	777	571	271	371	471	77	108
CLARET RED	955	55	720	555	255	355	455	25	180
BALENCIAGA	951	51	738	558	258	358	458	58	125
SLATE GREY	970	70	701	573	273	373	473	70	142
PAPRIQUE	963	34	739	578	278	378	478	78	121W
COGNAC BROWN	953	53	753	508	208	308	408	28	180
PLAY RED	924	124	724	522	222	322	422	2	200D
TURF GREEN	967	67	767	531	231	331	431	31	108
CINNABAR	915	34	715	518	218	318	418	18	121W
MIAMI BLUE	911	159	711	519	219	319	419	19	101
AMERICAN BEAUTY	925	25		542	242	342	442	42	200D
COPPERTONE	973	53	739	588	288	388	488	88	121W
TOWN BROWN	961	123	721	538	238	338	438	38	223D
PALOMINO	945	45	728	580	280	380	480	80	180
KOLA BROWN	943	43	738	568	268	368	468	68	180
CHERRY RED	914	14	714	514	214	314	414	14	200D
PARMA	949	49		515	215	315	415	15	126

Exhibiting: Official Opening American Leathers, BOOTH 34.

Kid For '50's Fall Footwear Fashions

By

Helene O'Hara

Allied Kid Co.

WITH the Spring season barely off to a start, Fall appears to be retaining a theme in kidskin, first established in resort shoes. It's color, which reaches a new high in the current season, after a drab Fall '49. And, with Autumn '50 in the offing, colors, fewer in number, borrow the mix-and-match idea and carry it through in ombres, multis and, of course, solids. Colors are clearer in tone. They're lighter, livelier, lovelier than for many seasons past.

Kid Strippings

The little kid stripping shoe that started high and slim-heeled, and then branched out to include wedges and flats, invades the Fall picture early. Now it becomes narrow stripplings over suede to form patterns on the vamp, or offside treatments, or cuts across slashings with simple knots or tiny bows, captures the old and the new . . . closed but open.

In other ways it is wider strips joined with contrasting colors or textures (suede with kid) to make bandings around pumps or ties. Or, it's an applique, a moulded ornament simply attached to the best pattern in the line. On a suede base goes a kid collar, two lively points, or a cowl, or a dramatically outlined V throat. To a pump can be added a detachable kid stripping collar, held by loops, fastened with a simple buckle. On a shell go several vamp

stripplings, riding higher than the normal throat but with the same openness, now advanced to a new season, now highlighted by a two-tone effect if desired.

Kid Colors

Colorwise, kid leads a livelier life in browns. Following the basic Cafe is Coppertone (TCCA), rich, cinnamon and versatile. It's a suit, a tweed, a fur color with enough verve to echo in combinations as well as alone. Maple Nut or Balenciaga (TCCA) is a retailer's choice of a soft color on the basis of several season's performance. Newer, yellower, but about the same depth is Cigarette, a promotional tone of value, to consider with the saddle hues and Fall beiges that predominate in woolens, corduroys and silks.

Absent for several years, but always popular simultaneously with kid, are the wines. Claret, of the blue wine family, is a revival of a once staple wine. Tokay (Color Co-Op) is browner and lighter, has early significance in casuals, may easily pick up momentum as the pinkish, mauve-ish wool and rayon fabrics and millinery bodies establish their mark on the color market. Turfgreen remains as a volume tone, but high fashion smiles on bluish Parkway. Dressy silks and woolens embody this same tonality for a limited fashion prestige. Mossy in

feeling is Tapestry Green brought up to date from the '20's and the '30's. It's a natural affiliate with Winter beiges and light browns, has a softness for suit shoes (12/8, 14/8) and drops easily into a camelish beige (Briarwood) to brown (Cafe or Coppertone) color combination.

Admiral Blue (TCCA) or Winter Navy has joined the perennials to be flanked by Miami Blue (TCCA), lighter and more vibrant, and Mosaic Blue, clear and already earmarked promotionally. Ombre-ed or allied with wine and grey, this blue trio bridges the staple to promotional, and swings from early casual (July-August-September retail) to resort.

For three consecutive seasons, grey (Misty for Spring, Slate for Fall) has sold in surprising quantities. Early indications are that Slate Grey has a holdover value not to be ignored. Its place in multis lies between Playred and Admiral Blue, between Miami and Claret Red.

Back to Twenties

With the elegance, the easiness, the simplicity of the twenties rampant in fashion kidskin returns to a new prominence as an old but new leather. From museum files, from shoe factory "morgues," from tannery bins, treatments, silhouettes and leathers are scanned for ideas, which can be revived, revitalized and replanned.

The simple kid pump takes on color for extra pairage. Fancies add the glamour touch. Gold patterns on both suede and glazed are touches on simple shoes; on vamp or quarter or straps in dressier footwear. Allover, these embossed or pattern-fused metallic leathers are dressy additions to an evening shoe market that needs just such stimulation. Shadow Lace, Marquissette and Smoke Rings are among the Fall '50 offerings. Not in metallics alone, but in more subdued tone on tone, they offer richness, texture-interest and elegance.

Kidskin for the new season offers a color range that permits combining, has at the same time basics and promotional hues and goes gala in after-five and evening materials, and has the softness characterizing the entire fashion market.



Left: A gold Marquissette on the collar lends elegance to a high heel D'Orsay pump of black suede. . . Ben Berk.

Center: Briarwood glazed kid forms a tongue-like inset on the vamp of a Turfgreen kid, medium heel, suit shoe. Throat and collar line are bound with Briarwood. . . Evelyn Lipare.

Right: A Claret Red suede kid casual dips low on one side, rises high on the other. Wide punchings on the vamp are crossed by two parallel bands decorated with gold clip closings. . . Grace Powell.

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(Concluded from Page 22)

Juvenile Shoes

When we come into the juvenile field, covering sizes for preschoolers up to and including teenagers, we know that the first consideration must always be the proper shoe construction and the proper leather to permit young feet to develop in a healthy fashion. The ideal leather continues to be the friendly Elk-type with its fine boarding and resiliency of temper, available in full grain for high grade infants' shoes and lightly corrected for the greatest volume. In the larger sizes both Elk-type leathers and combination-tanned smooth side leathers are available for both girls' and boys' styles and the durability of these leathers is their outstanding feature.

Men's Shoes

If we are ever to get men away from the habit of buying the same old shoe style year in and year out, there are two approaches we might consider. One is to give him greater comfort. Guide him into the acceptance of more open shoe patterns for foot freedom and give him shoes made from mellow, buoyant side leathers. These gentle, kindly-tempered leathers are the newest developments in men's styles for 1950.

A second objective is to make him more clothes-conscious. At one time man adorned himself most elaborately and he was in a by-gone age as vain about his legs as any aspirant for the 1950 Miss America title. It is only when men think of being attractively dressed that pairage consumption will be appreciably increased. Side leather tanners are ready and waiting to actively participate in this concept of men's fashion. We are producing today leathers of smooth texture, grained and brushed leathers, in lined and unlined weights, and in a wide range of colors. The medium-to-heavy, combination-tanned, aniline-finished leathers continue in greatest demand, and the lasting of these leathers brings out the undertone shading that is the popular finish look of the day. There is a trend for Fall toward deeper shades — deeper, but not sombre, as exemplified by the Cordovan family. We anticipate that sales of the ruddy Redwood Brown will continue at the head of the list with Cherry Brown and Brown Oak in follow-up positions.



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Patent Leather

A LONG-TIME favorite, but in the past two years generally regarded as a "has-been" on its way out of the shoe picture, patent leather has recently showed signs of new life. Even the fashion accessory lines such as handbags, belts, and clothing trims, etc., have begun to show rising interest in patent. Today, patent leather gives promise of becoming one of the bright leather pictures for the next few years.

Most manufacturers are well aware how much patent fell into disfavor since the war. Sales of both women's and children's shoes using patent leathers—standbys of the industry for years—fell at an alarming rate as the leather declined in popularity. By mid-1949, the trough of the decline, patent appeared no longer important in the style picture and the leather market itself was in a quandary.

Although the decline in deliveries did not actually begin until early in 1948, production of patent leathers began to show a slight downward trend as early as 1945. Actual sales, however, were generally stabilized during this period and there were few signs of the plunge to come. However, by mid-summer of 1949, deliveries were down 14 percent in volume from 1947 levels. Production, which totaled 30 million feet in 1948, fell to a low of 21 million feet last year.

Rise of Casuals

Unlike various other leathers, patent output and sales did not suffer through a limited supply of rawstock or prohibitively high prices, which might cause shoe manufacturers and consumers to shy from it. Patent started on its downward slide because of a number of other factors.

Although tanners had made technological improvements in the leather, making it softer, more pliable, lighter, less given to cracking, peeling and scuffing, few women realized the extent to which these improvements had been made. The majority still remembered the old faults. In addition, the styling of

patent leather shoes had reached a virtual standstill and women were looking for something new.

They found it in casuals. The rapidly rising trend toward softer leathers, open and less dressy shoe styles left little room for the stiffer, dressier and more stylized patent styles. Although most types of women's and children's dress shoes felt the pinch brought on by the growing popularity of casual shoes, patent took the blow hardest.

Today's market signs, however, indicate that the cycle may soon hit the turning point. Although casuals are still big and looked upon with favor for Fall 1950, their acceptance may be stabilizing. Moreover, improved patent leathers have been re-styled into softer, more open, comfortable shoes. Colors have been added. The total effect is a new-found popularity for patent that may bring it to the fore again.

Slow Rise

The turn, however, is not yet permanently assured. Late in 1949, tanners reported a growing rise in sampling and sales of patent. In actual volume, it was the first nibble. During Jan. and Feb. of this year, sampling grew even more active. Tanners say they expect a bigger bite this year. If the bite takes hold, patent may be for another big year by 1951. But the rise will be more gradual than sudden.

One of the more helpful factors in checking the fall of patent sales and awakening new interest in patent shoes and styles was the banding together of major patent leather tanners in a promotional and merchandising program. With the formation of the Patent Leather Bureau of the Tanners' Council, tanners found an instrument to promote their products and still leave them free to engage in competitive selling.

Through the medium of intensified advertising and publicity in national magazines, newspapers, radio and other media, the Bureau told both

shoe and accessory manufacturers and the consuming public of the new patent leather, its new colors and styles. The slogan "Patent Pending in 1950" became its byword. Shoe manufacturers were shown the new colors and finishes, given smart styling and fashion counseling service. Women were told of the wide variety of new colors in patent—blues, greens, reds, yellows, pastels and other shades. The hypodermic took.

As Kivie Kaplan, chairman of the Patent Leather Bureau and vice president of Colonial Tanning Co., world's largest producer of patent leathers, summed it up recently: "It is apparent that fresh style impetus is being given to the shoe industry by patent leather. Response by customers of the patent leather producers has been exceedingly gratifying. Shoe manufacturers and producers of accessories now realize that technological improvements in the manufacture of patent leather have given this material new styling and selling values.

Prices and Demand

Colonial reports that deliveries at the present time show a gain of 21 percent over a year ago. Other producers report substantial gains.

Enough new demand has risen to bring leather prices up above the distress levels of last summer. Prices then were nominal with tanners selling for what they could get, if only to keep the leather moving. Even then, sales were at a standstill.

Today, one leading tanner quotes kips at 57-83c, extremes at 38-68c, large at 35-46c. Sales hold fairly close to quotations and there is a fair amount of business done in kips and top grade extremes, mainly for manufacturers of high grade women's novelties. Colors are reported as getting fair attention.

In the lower grade extremes and large leather, prices still vary somewhat. But enough demand exists so that tanners do not make the concessions they made last summer. The market appears fairly healthy once again. The outlook is good.

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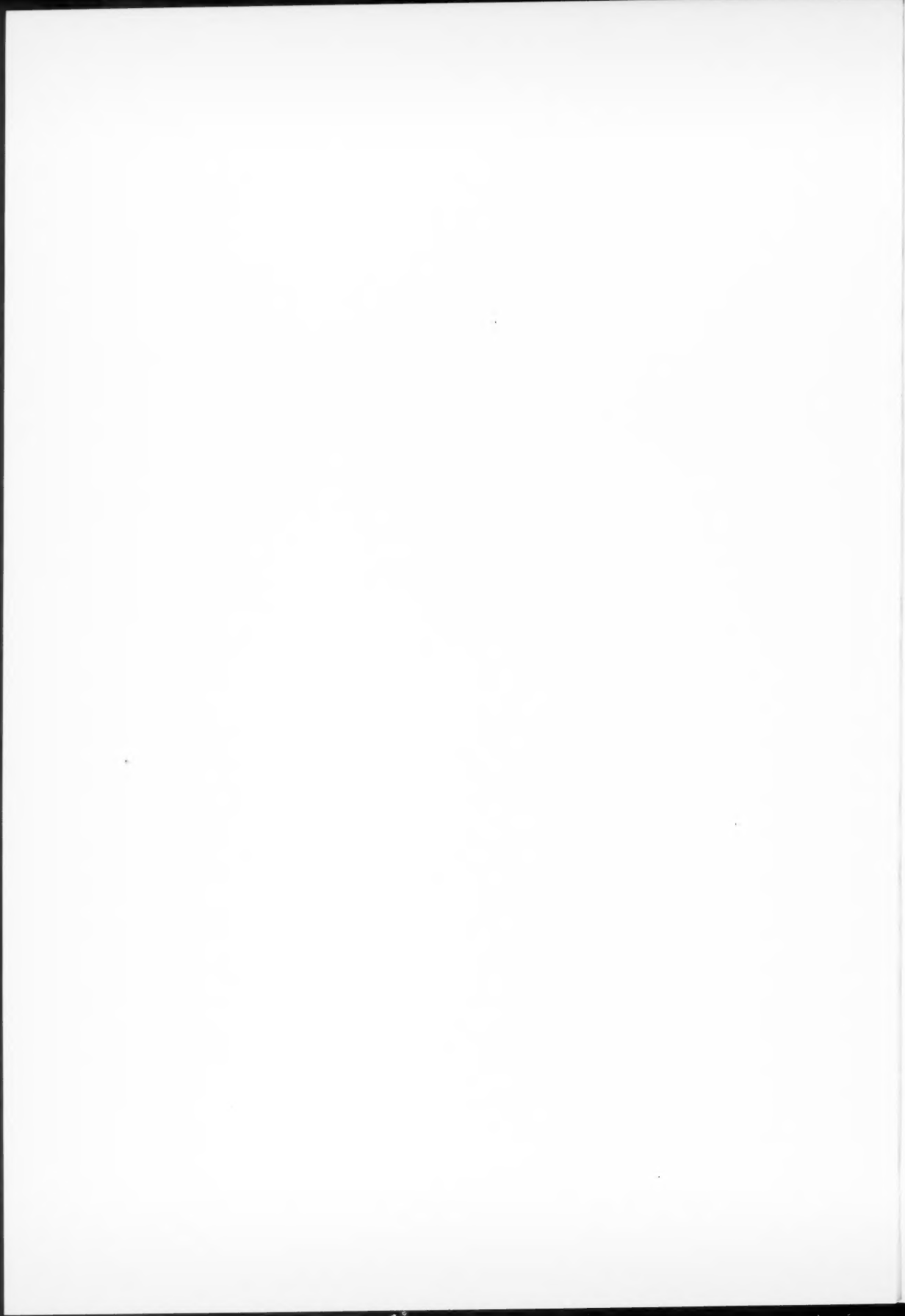
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Patent Leather Blossoms Again

By

Philip Klarnet

Patent Leather Bureau

PATENT was pending—but now patent is here. The Patent Leather Bureau has made a spot check of important retailers and manufacturers. Judging from reactions to patent by shoe designers, fashion leaders and consumers, patent is in for an exciting year.

In the February Paris collections it was evident that patent leather, in black and in colors, was making accessory news, just as it did in the November midseason showings. And in America it's a similar story: Patent for Fall!

Why does patent project into Fall as a major style factor? Wardrobes long needed a pepper-upper. Patent was and remains the answer to that need. It was merely necessary to ask the question: "Why *not* patent leather for Fall?" to find enthusiastic response.

Seasonal "breaks" have become less rigid, less abrupt, less definite in recent years. Transitions are more subtle and gradual. Nevertheless climactic factors do play their part on all points of the style compass, and the quest for the new and different goes on every season. What, then, is the patent leather picture to be in the coming Fall months, in the eyes of style leaders and of the pace-setters in the footwear industry?

Patent's Adaptations

To begin with, daytime skirts are to be 15 or 16 inches from the floor, and dinner dresses will be short. Secondly, skirts that rise high at the front and dip toward the floor in back form a frame that has to be filled wisely. Ankles must stand up and be counted, and even the shapeliest will need the assistance of sparkling footwear. The straight, "needle," or "vertical" silhouette—call it what you will—creates an added incentive to footwear glamor. Used with suedes of the same or complementary tones, patent leather's combination of grain and glow will in many colors offer hem enhancement to the new costume look. With feet a major point of focus in the style picture, shoes will be unusually light and airy in feeling. Here patent leather will impart youth and gaiety to shoes that sacrifice nothing in the way of support or comfort.



Left: A sandal that crosses its "T" four times with gleaming black patent leather. Center strap and shell are of black suede. Design by Grace Powell. Right: Scallops with a gay touch to this pump in navy patent leather. Design by Al Lewis.

Where patent leather is concerned, black is a color—and very much a Fall color. Patent in black is no ordinary black—it is a sparkle, a brightener, a gleam on the foot as in the fashion eye, a brightener needed to set off the heavier hues of Fall fabrics. It is the universal costume accent for Fall clothing.

Recognizing that navy blue is an accepted color the year 'round, patent leather this Fall will appear prominently in navy. Deep brown shades will, in patent leather, take on special interest and importance. Gunmetal, too, will acquire added smartness in its patent incarnation. The disciplined gleam of this tone enhances the natural grain of the leather and, with it, the entire ensemble.

Combinations

These colors, among the many in the new patent leather spectrum, will be major lifts in the Autumn style story—not only by themselves, but especially in combination with suedes and with kidskin.

In talking of the patent leather revival and of how it will carry through into Fall in colors and in black, there should be particular emphasis on what the dazzling glow of patent can and will do, when combined with

other leathers, for dressy shoes, for the cocktail-into-evening shoe, yes—and for suit shoes, too, and casual wear.

What better to complement serges, the tailored tweeds, the plaids and the flannels of Fall than gleaming patent leather? The patent pump for Fall, incidentally, will be new in its semi-nudity, its opened-up vamp, its contrasting colored stitching and piping, its offside scalloped effects. In dressy footwear, stripping sandals will be with us, but with fuller silhouettes, re-created with a more substantial shell to hug the foot, more patent leather in the strips. In cocktail shoes, look for sandals of gunmetal patent and black suede. In casuals keep your accessory eye open for deep red patent and navy suede—a combination that may turn out to be the year's below-the-hemline sensation.

Patent this Fall will be at waists as well as below the hem. The zest of a shiny patent belt will answer more and more women's quest for "a certain something" to lift their wardrobes out of a Fall rut. The same holds true of patent trim on gloves, patent umbrella sheaths, and patent buttons on suit jackets.

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Reptile Leathers

PERHAPS the most paradoxical leather market for Fall 1950 is that of reptile leathers. Tanners who did a thriving business at last year's Leather Show for Fall report this year's outlook promising, on the whole. Yet those leathers they have in most abundance are the least wanted while those in limited supply are in heavy demand. Price adjustments may help the former but there is little they can do about the latter.

Tanners who earlier looked forward to volume sales at the Leather Show now talk mainly of the shortage of raw materials for two leathers—alligator lizards and alligator. Both were a big item last Fall. Both are still widely sought by both men's and women's shoe manufacturers for this Fall. If buying indications hold true, supplies of both may soon be exhausted.

One of the main reasons for the shortage arises from the situation in Argentina. While Brazil supplies a good amount of alligator lizard skins to the U. S., the greater volume ordinarily comes from Argentina. Today, Government restrictions have so completely closed down the Argentine market with deliveries non-existent that most tanners have cut production of alligator lizard leathers to the bone and many have none on hand to offer.

The outlook for the future in this market is not exactly bright. Actually, the Peron Administration has completely ceased licensing exports of the raw skins in order to "protect" the home tanning industry there. There is no indication when and if export licensing may be resumed.

Supplies of alligator have also run low and it may be some time before

they are replenished. The drain on this market has lowered available supplies of grown alligators. This, coupled with the fact that the animals require a long time to reach full growth, has kept the supply of skins limited.

Plenty of Snakes

On the other hand, there is an ample supply on hand of snakes, pythons, cobras and whips. Here, tanners say they can take care of any anticipated demand this year for snake leathers. Ironically, demand was heavy for Fall 1949 but Spring 1950 was slow. Fall 1950 shows little promise of improvement.

Perhaps the tip-off lies in orders for Spring runs. Shoe manufacturers showed only mild interest in the plentiful snake leathers available. Because of this, many tanners of snakes, pythons, cobras and whips

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Leather Show: Booth 22

10 Jacob St., N. Y. 7, N. Y.

WOrth 4-1680



are now considering price adjustments on the finished leathers in order to stimulate Fall sales. There is no assurance that even a price cut will have the desired effect.

This is a far cry from the healthy conditions of last year when tanners were crying for the snake skins which dealers allocated carefully. Shoe manufacturers bought up all the finished reptile leathers they could find until the market was practically exhausted. Today, there is plenty of leather on hand but the demand has slowed for the time being.

Tanners, however, are not too worried about the present slackening demand. They point out that snake-skin and alligator shoes are becoming more of a year round proposition ever since the Spring run of 1948. Whereas previously these shoes sold mainly in the Fall, they now bring good sales in the Spring as well.

Prints and Synthetics

If a shortage of alligator lizard and alligator should develop, shoe manufacturers will be able to fill their Fall needs with embossed reptile leathers or "prints" and synthetics. There are plenty of these available for the medium and lower price shoe ranges and manufacturers should not be forced

to slow shoe production in the face of a good consumer demand.

Alligator and alligator lizard leather sales have kept up well since last year, indicating that shoe manufacturers expect a good Fall run. Last Fall, alligator became popular on men's shoes. Tanners report that sales for men's shoes are presently better than they have ever been and they expect to continue this trend for Fall. Here again, they may have to resort to prints to keep buyers happy.

Most men's alligator shoes, however, are suedes with alligator trim—not exactly a big item for Fall. There is small likelihood, therefore, that the men's manufacturers will create much demand at present. The big call will come for next Spring and Summer.

However the market develops, smart promotion and merchandising campaigns appear to have earned reptile tanners a steady, assured market for the next few years. Advertising in national media, select styling and appeal have sold reptile shoes to the public.

Prices

Alligator prices, of course, are firm and unchanged from what they have been over a period of time. Prices are generally quoted on the basis of \$1.10-\$1.12 per inch for 8-9 inch skins, \$1.31 for 10 inch skins, \$1.36

for 11 inch, \$1.45 for 12 inch, and \$1.60 for 13-14 inch skins. Domestic and Honduras alligators are most wanted.

Although some tanners say they have no alligator lizards on hand, others quote 14-15c for 7-8 inch skins, 16-17c per inch for 9 inch skins and 18c for 10 inch and up. These are for average lots with more money asked for better selections and wider widths. Last Fall, they were asking 10c for the smaller skins and 13c for the larger on average selections.

Because of the supply problem, tanners cannot predict whether they will have enough for the Fall run but they say prices will definitely hold at present levels. If the supply runs short, prices will naturally rise.

Snake skins have also remained unchanged in prices for several months. Pythons are currently quoted from \$2.10 to \$3.50 and even \$4.50 per yard, depending upon the width. Diamond Java Python is most wanted, highest priced. Average selections of cobras are quoted at \$2.00 to \$2.10, with more for better selections. Whip snakes of 3½ to 3¾ inches are \$1.50 per skin, those of 4 to 4¾ inches \$2.00 per skin, and the 5 inch skins and up bring \$2.50 per skin. Better runs are quoted higher.

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BOOTH

24

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Autumn Reptiles

By Dorothy Gray Fleming-Joffe, Ltd.

POSSIBLY to a greater degree than other leathers, reptiles are affected by fabrics. Undoubtedly the ever-growing popularity of tweeds and rough-surfaced, textured fabrics have played a large part in the corresponding increased demand for reptile footwear and accessories. Since textured fabrics show every indication of continuing to be of prime importance in the fall picture, we can expect to see Alligators, Snakeskins and Lizards strongly in demand. The suit type of shoe will still be the mainstay in these, including the medium heel walker, wedges, strapped patterns with low heels and the classic pump with extension sole and contrasting stitching. Reptiles, however, have already proved their versatility in lending themselves to dressy patterns in graceful sandal patterns. Look for the open types in Lizards as well as in snakes.

Colors

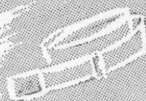
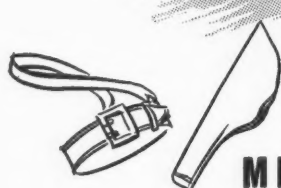
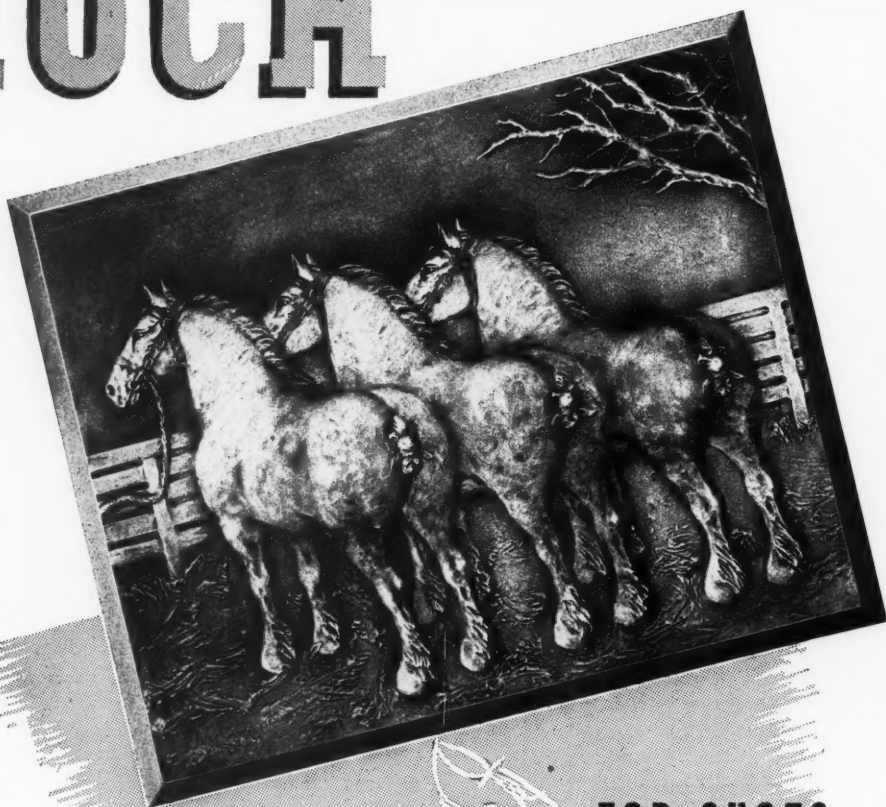
Sharp, clear colors in Lizards and Snakeskins will have significance this fall due to the trend toward brighter tones in fall woollens, such as vivid reds, greens and blues sometimes combined with black in tweedy mixtures. Rust tones and reddish browns, such as Spanish Earth and Wood Spice in reptiles will have special adaptability with rusts, browns and grays in fall woollens. The entire brown family, ranging from the light cocoa tone to the dark Cafe Brown will have tremendous importance this fall in reptile shoes, handbags and accessories. Watch the influence of wine in the fall fashion scene. Its appearance in volume fall wools is expected and suggests Blue Grey, Cocoa, Red Plush in snakeskins and lizards and navy alligator.

Multicolor snakeskins are currently well received for spring and summer footwear and will doubtless continue popular in the deeper, muted tones such as Red Plush, Blue Grey, Continental Green, Navy, Cafe Brown, Burnt Mocha and Amber. Beige, Clear Red and Royal Blue will also be wanted for multicolor combinations. Tone on tone combinations also allow for a new promotional use of color and we should expect to see these in fall shoe lines.

(Concluded on Page 87)



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Leather Show Exhibitors

A TOTAL of 90 members of the Tanners' Council, a record number for the event, are exhibiting at the 36th Official Opening of American Leathers held March 5-8 at the Waldorf-Astoria, New York.

Following is a list of exhibitors together with colors, grains and leathers for fall and winter to be displayed. Booth numbers appear in parentheses and representatives in attendance are noted below each company listing.

Acme Leather Co. (78)

Sides and Kips in Elk and Smooth finishes.

In attendance: Harry Remis, A. Lerner, Harold Tine, Jefferson Bender, Paul Gerwin, Gus Bishoff and Robert Ingraham.

Agoos Leather Companies, Inc. (21)

Agoos Doeskin suede kid in the following new color tones for fall, 1950: Balenciaga, Ginger, Burma Brown, Cinnabar, Cafe Brown, Coppertone, Admiral Blue, American Beauty, Parkway Green, Slate Grey, Turfgreen, Regina Purple, Sinbad Blue, Playred, Claret Red, Miami Blue and Black.

In attendance: L. E. Rosenberg, F. J. Guilfoyle, G. D. Sart, R. Rosenthal, W. G. Murdock, S. Farkash, H. Farkash, M. Farkash, J. N. Griffith, J. H. Murrow.

Allied Kid Company, Standard Division (77)

Glazed and Suede Kid in Cafe Brown, Turftan, Admiral Blue, Mosaic Blue, Slate Grey, Parkway Green, Turfgreen, Claret Red, Friar Brown, Miami Blue, Briarwood, Tapestry Green, Coppertone, Maple Brown, Tokay, Green Pepper, Playred, and Golden Wheat.

Allied Kid Co., New Castle Division (75)

Glazed Kid in Cafe Brown, Mission Brown, Beechnut Brown, Slate Grey, Chestnut, Briarwood, Friar Brown, Tapestry Green, Turfgreen, Evergreen, Tokay, Playred, Admiral Blue, Miami Blue, Wineberry and Cranberry Wine.

Allied Kid Co., Sterling Division (76)

Mello Colt in Briarwood, Chestnut, Turftan, Cigarette, Wineberry, Mosaic Blue, Miami Blue, Cafe Brown, Playred, Beechnut Brown, Golden Wheat, Redwood, Tapestry Green, Evergreen, Laguna Blue, Slate Grey, Green Pepper and Black. Gold and silver kid; patent kips and sides; and Filigree (gold, silver, gunmetal and bronze); black, white patent and suede kid; Shadow Lace, Smoke Rings.

Allied Kid Co., McNeely Division (76)

Glazed kid in Cafe Brown (Ozark Brown), Admiral Blue (Regatta Blue),

EXHIBIT COMMITTEE

Dan Hickey, Chairman. Surpass Leather Co. F. J. Blatz. Amalgamated Lea. Cos., Inc. M. Hubschman. E. Hubschman & Sons, Inc. Frank R. Lemp. Armour Leather Co. George H. Mealley. The Ohio Leather Co. Robert J. Mellin. A. C. Lawrence Lea. Co. J. W. MacPherson. John R. Evans & Co.

Playred and Irish Green; Glazed Kid and Suede in Brown Oak, British Tan; Velvo Kid and Crushed Kid in Cafe Brown (Ozark Brown), Admiral Blue (Regatta Blue) and Desert Night (Black).

Allied Kid Co., Quaker City Division (75)

Black glazed kid for men's and women's shoes; black waterproof linings.

In attendance: Robert E. Binger, Max Friedlander, Max Nieman, Frank Lynch, Benjamin Simons, Joseph T. McCauley, Myer Lowenstein, Herbert Agoos, Frank Spellman, Prentice J. McNeely, Andrew Schonberg, Edgar M. Loewe, C. E. Hendricks, M. C. Campbell, Jr., Rhea Nichols, Helene O'Hara and Dorothy Campbell.

Amalgamated Leather Companies, Inc. (34)

All official colors in both smooth and suede finishes, as well as Ambuck white suede and white glazed kid. A complete line of lining leathers in all shades, and slipper leathers in all colors. A full line of genuine reptile leathers will also be featured.

In attendance: Frederick J. Blatz, Edward C. Bunn, Earle B. McMullen, William Simpson, George J. Hofmann, Thomas F. Dority, F. J. Kelley, J. W. Hollander, Gordon Kitchin, Walter Merrewether, William B. Heatzig, John Curran, Chris Curran, Peter Nadeau, William Becker and Elmer Froehlich.

COLORS COMMITTEE

Robert E. Binger. Allied Kid Co. Frederick J. Blatz. Amalgamated Lea. Cos. Felix Carr. Carr Leather Co. Rudolph Correll. Hermann Lowenstein, Inc. G. B. Davy. Beggs & Cobb, Inc. J. F. Donovan. F. C. Donovan, Inc. D. Malcolm Fleming. Fleming-Joffe, Ltd. Carl Ganter. Colonial Tanning Co. James T. Gormley. B. D. Eisendrath Tanning Co. Louis Halle. Diamond State Tanning Co. Dan Hickey. Surpass Leather Co. M. Hubschman. E. Hubschman & Sons, Inc. Roland L. Jensen. Fred Rueping Lea. Co. H. K. Kirschner. Willard Helburn, Inc. Max Kornreich. R. Neumann & Co. Frank R. Lemp. Armour Leather Co. Philip I. Light. American Hide & Lea. Co. J. W. MacPherson. John R. Evans & Co. George H. Mealley. The Ohio Leather Co. Robert J. Mellin. A. C. Lawrence Lea. Co. Frank H. Miller. G. Levor & Co., Inc. George E. Poh. Barrett & Co., Inc. Lester E. Rosenberg. Agoos Lea. Cos., Inc. Walter Ziegler. Hunt-Rankin Lea. Co.

Amdur Leather Company, Inc. (38)

Elk sides in all sizes, specializing in white; Slipper splits in red, Copen Blue, Navy Blue, Royal Blue, Light Blue, Brown, Black, Green, Wine, Cornyellow, Turquoise, Pink, Grey, White, Beige and Reindeer; Upper Suede Splits in Black, Navy Blue, Brown and high colors; Ooze Lining Splits in Waterlily, Grey, White, Color No. 21 Beige and Color No. 41 Beige; Chrome Splits for all purposes—workgloves, finished, dope skiver grain, hand splits, playsuits and chaps and specialty splits.

In attendance: N. W. Amdur, S. G. Laties, A. E. Gitter, B. Alpers, W. Grafe, R. LeCraw, H. Galpert, P. Horowitz, C. Allen, L. C. Kepner, K. Kepner, S. Liebman and G. Cumming.

William Amer Co. (81)

Black glazed, satin and suede kid; Admiral Blue and Cafe Brown for women's shoes and tan kid for men's shoes.

In attendance: W. C. Hunneman, Jr., Laird H. Simons, Jr., Harry J. Kohout, E. N. Simons and Henry V. Noonan; C. Roy Fisher, William Mullins, George W. Newman, Edward M. Salomon, R. L. Stiles, Peter Stiles, Wm. M. Taggart and A. A. Wakeford.

American Belly Tanning Corp. (98)

Full grain bellies for shoe linings, sandals, straps and small leather goods; cowhide sides for belts, bags and straps, natural full grain tooling sides.

In attendance: Max Hadra, Adolf Dreher, Fritz Goldman, Kurt E. Jesselson, Henry W. Becker and Walter Loeber.

American Hide and Leather Co. (5-6)

Calf, sides and kips (elk and smooth). Women's colors—Town: Admiral Blue, Cherry Red, Parkway Green, Turftan, Cafe Brown, Cognac Brown, Brown Cordo and Claret Red; Casual: Green Pepper, Golden Wheat, Cinnabar, Playred and Turftan! Suede: Cafe Brown, Admiral Blue, Slate Grey and Maple Brown; Men's colors (smooth): British Tan, American Burgundy, Cherrytone and Brown Oak.

In attendance: Carl F. Danner, P. I. Light, John Bates, C. B. Rycroft, Albert Nusser, L. A. Nusser, John O'Neil, Harry Getzov, John Rowan, Ray Walker, Phil MacDonald, Roy Julow, R. W. Willmes, John Daggett, Willard Jordan, Charles Green and George Scott.

Carl Antholz, Inc. (68)

A complete line of snakes, lizards, alligators and all other reptilian leathers in all the leading colors.

In attendance: Carl Antholz, John Connolly, Robert P. Eberlein, Kurt Bier and Don Stephens.



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American Kid Co., Inc. (45)

Suede and glazed kid in black and colors; slipper kid in all leading shades; lining kid in fashionable colors; leaf gold and silver kid and cape-skins; laminated gold and silver kid and capeskins; "Amicape" smooth Cape finish lambskins in all colors; Elk and smooth sides, white and colors.

In attendance: Michael Gruskin, Herbert Gruskin, Robert Berman, George Granofsky, Victor W. Heartel, Al Galpert, Harry Galpert and Ray Larkin.

Armour Leather Co. (71)

"Bokide" full grain juvenile elk sides; "Crystal" full grain aniline chrome veals; "Maison" full grain aniline vegetable-type kips; "Shewan" brushed nap, vat-dyed reversed kips; "Cossack" Semi-aniline, burnished grain, vegetable-type kips and extremes; "Plapac" sturdyweight semi-aniline corrected grain moccasin sides; "Ivory" smooth, corrected grain chrome kips and extremes; "Skeet" corrected grain casual chrome kips and extremes; "Fiord" brogue, corrected grain chrome kips and extremes; "Shebean Suede" Aniline dyed calf and side splits; "Ooze" non-slip and lining splits. These leathers will be shown in colors approved by the Textile Color Card Association.

In attendance: Frank R. Lemp, John F. Daley, Alan Childe, John Wieman, John Hungler and Al Walker.

Peter Baran & Sons, Inc. (2)

Genuine alligator leather in the latest fall shades.

In attendance: V. P. Baran, M. L. Baran, V. E. Krossa, S. S. Cohen, William E. Kelley, Edward M. Salomon, Anton Dietrich and Stephen Mihalik.

J. S. Barnett & Sons, Inc. (26)

Thorobred, Barlite, Brawnie, Breton, Barbuk, Glowella and Glowettee Calf; Thorobred, Vinette, Barvel and Glassboro Demi-Veals; Barnett Suede.

In attendance: Howard J. Barnett, Carl J. Barnett, Robert P. Eberlein, John G. Freeman, Howard J. Barnett, Jr., Carl J. Barnett, Jr., and James R. Barnett.

Barnet Bros. Leather Co., Inc. (72)

Genuine alligators; Alligator, Bengal, Java Ring, Calcutta, Oriental and Mexican lizards; Ampalaguas, Boas, Java Diamond and Java Molorus pythons; Cobras, Whips, Chouries and Tweed snakes; All in leading fall colors.

In attendance: Wilbur C. Ashman and Ralph Rosenberg.

Barrett & Co. (8)

Lastical for men's and women's shoes, Llama Calf, Hyland and Scotch Grain and Galloway (Bark Brown) calf; in all the official fall colors.

In attendance: George E. Poh, Hunter L. Barrett, Geo. J. Gutjahr, Fred A. Lyons, Irwin C. Wehmeyer and I. E. Vitkin.

Beadenkopf Leather Co. (36)

Admiral Blue and Cafe Brown smooth kid for Town Wear; Admiral Blue suede; Playred for casual wear; black glazed kid, slipper kid in brown, Burgundy, blue and red; black suede kid; garment leather in brown and

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TAMOL

Dye assist which made pastel colors practical.

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black; kid linings in Miami, grey and waterlily.

In attendance: H. K. Dugdale, J. B. S. Holmes, A. T. Devlin, T. A. Devlin, J. C. Stroope, E. A. Kahn and Ed. Vollbrecht, Jr.

Beggs & Cobb, Inc. (31)

"SnoBuck," "Komfi Kip," "Playtog," "Winchester," "Burlee," "Wedgemere," and Dress Smooth side upper leathers in Cognac Brown, Cafe Brown, Admiral Blue, Cherry Red, Parkway Green, Claret Red, Brown Cordo, Green Pepper, Saddlestone, Prep Brown, Ruddy Brown, Copper Rust for women's shoes, and in Redwood Brown, Brown Oak, American Burgundy, Cherrytone and Cordova Brown for men's shoes. Splits: suedes, ooze lining, slipper, workshoe, finished linings, no-slips, Dressshu and gussets.

In attendance: G. B. Davy, Harry Keller, George South, Charles Wood, Robert Stitt, Polly Drew and representatives of Arthur S. Patton Leather Co., Wm. B. Heald & Co., Strauss-Doerner Leather Corp. and Nelson-Roney Co.

Besse, Osborn & Odell, Inc. (74)

Natural Calfine sheep leather for shoe linings and heel pads; natural Calfine for novelty and industrial uses; Chrome and combination tanned lambskins in colors for shoe quarter linings and sock lining; hat sweat leathers; Cowboy boot leg lining leathers.

In attendance: Mrs. Mildred F. Besse, Miss Joan Besse, Henry F. Bufalino, George A. Treat, G. Norman Bankart, E. E. Samuelson, Martin Schoenberg, John E. Doyle, Joseph B. Aylor, Harold Wilder, Frank H. Reed, John G. Mahler and Wills T. Engle.

Blanchard Bro. & Lane (41)

Buffalo Brand lining splits, flexible splits, sole splits and workshoe splits. Veilvau upholstery leathers and russet leathers.

In attendance: Sherwood B. Gay, William J. Hinson, E. S. Fitzgibbons, George F. Belzel, S. Levings, Don Jones, C. C. Gunterberg and Gerard Winant.

N. Brezner & Co., Inc. (7)

Smooth and Elk in kips, extremes and sides in "Snow White Cobblewhite," "Cobbleblack" and the following "Cobbletints"; Admiral Blue, Cherry Red, Parkway Green, Turftan,

Town Brown, Cognac, Cordovan, Golden Wheat, Green, Playred, Cinnabar, Brandy Tan, Tawny Tan, Burgundy, Cherrytone, Army Russet, black, white and Claret Red.

In attendance: Nathan Brezner, Melvin Snider, Jack Abrams, Maurice Fox, Jack Schweitzer, L. L. Ellis, Robert Shuman and Francis Kiernan.

Burk Brothers (16)

Glazed kid in black, Royal Blue, Admiral Blue, dark blue, Boulevard Brown, Continental Green, Turftan, Cherry Red and Sailing Red; Suede kid in black, white, Midnight Blue, Admiral Blue, Laguna Blue, Continental Green, Carib Green and Cafe Brown; Dress Elk sides in Admiral Blue, American Burgundy, Claret Wine, Green Pepper, Irish Green, Cognac Brown, Chestnut Brown, Cordova Brown, Redwood Brown, Red Flame, black and white.

In attendance: H. B. Fitzpatrick, B. C. Carroll, Paul A. Jason, William Wesseling, Walter E. Hardtke, Wm. H. Grafe, Harry Terpstra, John T. Quinn, John G. Mahler, Joseph Hickey, George Weldon, J. J. Connor, Harry Steskel and Charles A. Simpson.

Carr Leather Co. (91)

Suede calf in Parkway Green, Maple Brown, Admiral Blue, Cafe Brown, Slate Grey, Playred, Coppertone, Turfgreen, Claret Red, Miami Blue and Cinnabar in women's weights; Admiral Blue, Slate Grey, Prairie Brown and Desert Copper in men's weights.

In attendance: Felix Carr, Arthur Carr, James Burns, Leo Hamel and Emmett Keenan.

Colonial Tanning Co., Inc. (12) and Leach Heckel Leather Co. (14)

Patent leather in black, Cafe Brown, Cognac Brown, Admiral Blue, Cherry Red, Parkway Green, Turftan, Cinnabar, Playred, Pepper Green, Golden Wheat, Claret Red, Miami Blue, Gunmetal, Copper, Bronze, Liberty Red, Burgundy Wine, Misty Grey, Unity Blue and Chaudron. "Velka" (Elk) side leather in white, pink pastel, blue pastel, black, Cherry Red, Army Russet, Turftan, Cafe Brown, Smoked, Admiral Blue, Pepper Green, Hunters Green, Playred, Golden Wheat, Cinnabar, Claret Red, Brown Cordo and Grey Mist. "Colotan" (smooth side) in Claret Red, Brown Cordo, Cognac Brown, Turftan, Parkway Green, Admiral Blue, Cherry Red, Playred,

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AGENTS

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February 25, 1950—LEATHER and SHOES

Green, Cinnabar, brown, black, Pepper Green and Golden Wheat. Suede splits in white, black, rust, Copper Rust, Cognac, Sparkle Blue, Golden Wheat, Playred, Cafe Brown, light grey, Navy Blue, Cinnamon, Misty Grey, Admiral Blue, Turfgreen, Irish Green, Parkway Green, Slate Grey, wine and brown; ooze lining splits in grey, waterlily and beige; sole splits; gusset splits and finished splits in red, blue, Army Russet and Burgundy. Silka suede calf in the entire line of adopted colors for men's and women's trade, as approved by the Tanners' Council.

In attendance: Kivie Kaplan, Archie Kaplan, Joseph Kaplan, John Mercon, George Silva, Harry Goldberg, Sam Davis, Carl Ganter, Joseph Doherty, Paul Gonneville, Sam Rubin, Abe Cohen, Henry Sleeper, Alden Sleeper, James Leach, Charles Heckel, Irwin C. Wehmeyer, Gus Sokol, R. L. Stiles, Sr., R. L. Stiles, Jr., Peter F. Stiles, A. E. Perry, Sr., A. E. Perry, Jr., Ervin C. Manske, Sr., Ervin C. Manske, Jr., Irving J. Fife, Philip Fife, Martin Fife, Aaron Zuckerman, Gus Daniels, William Newmark, Nat Newmark, Joe Hess, Raoul Leullier, Norman Nelson, Walter D. Cost and J. Harold Finen.

Crestbrand Leather Co. (46)

Alligator and lizard embossed grains on kips and calf for women's shoes; suede splits in black, Admiral Blue, Cherry Red, Parkway Green, Green Pepper, Cafe Brown, Slate Grey, Maple Brown, Playred and Miami Blue; alligator and lizard embossed grains on kips and calf in blue, brown and Burgundy for men's shoes; men's brushed leathers in blue, brown and Burgundy; chrome sole splits and finished lining splits.

In attendance: Thomas W. Cosgrove, Richard W. Brian, Philip F. Brian, Chester Allen, William Melick, Walter Hardtke, Walter J. Meyer, Chase Kepner, S. Farkash and Harry Wolf.

Donnell & Mudge, Inc. (94)

Grain and reverse sheep and lamb leather for shoe linings; cape leathers in white and colors; Mirakrome lamb shoe linings; smooth and embossed sheep and lamb for the leather goods trade; saddle lambs.

In attendance: H. P. Mudge, J. C. Romeos, C. R. Gait, R. A. Riesenberger, J. W. Kemp, F. A. McDonald, W. Pearce Titter, Jr., and Povl Wedselt.

F. C. Donovan, Inc. (58)

"Domoc" leather for men's, women's and children's shoes; "Navanod" and "Dov" linings for high-grade men's shoes; "Kashmir Domoc" and "Sof Shoe Domoc."

In attendance: F. C. Donovan, J. F. Donovan, C. T. Donovan, F. C. Donovan, Jr., C. R. Cavanagh, W. L. Mosbacher, J. J. Higgins, R. O. Schultz, H. V. Avery and H. B. Avery, Jr.

Dreher Leather Mfg. Corp., Inc. (98)

"Randak" products featuring alligators, alligator lizards, snakeskins, genuine ostrich, gold and silver kidskins and skivers and genuine sealskin.

In attendance: Adolf Dreher, Fritz Goldman, Kurt E. Jesselson, Henry W. Becker, Dorothy McGrath and Robert Greenberg.

Dungan, Hood & Co., Inc. (64)

Black glazed and suede kid, and brown glazed kid.

In attendance: K. F. A. Hill, James F. Penrose, H. H. Hellerman, Jr., Wm. H. Edmunds, Jr., Fred A. McKennon, E. Stuart Draper, John Hennessey, Horace H. Beaven, C. E. Becker, Chester G. Allen, Walter D. Cost, Cecil G. McClarin, Robert C. Bedford.

Eagle-Ottawa Leather Co. (63)

Merican Grain sides in Spey Royal Scotch, Broadway and Edinburgh; Elk sides, Haven sides, Sportster sides, Correctan side and Tuftoe Butts.

In attendance: Julian B. Hutton, Leonard Schaden, M. E. Burr, L. Bergman, J. T. Brookhouse, M. J. Lenobel, D. P. Shea, Wm. A. Rushworth, Wm. A. Taggart, G. T. Leavitt, John L. Leavitt and D. Daniels.

Eagle-Flagg Tanning Corp. (27)

Smooth side leather, aniline and semi-aniline finished in various substances from 2 to 5½ ounces for dress shoes, play shoes, loafers, moccasins, etc. Also splits, finished and unfinished, for shoe upper leather, linings and leather goods.

In attendance: Richard B. Flagg, Fred Adler, Kenneth S. Flagg, Lothar Adler, Walter Kramer, George Eberle, Fred Atkinson and John Thomas.

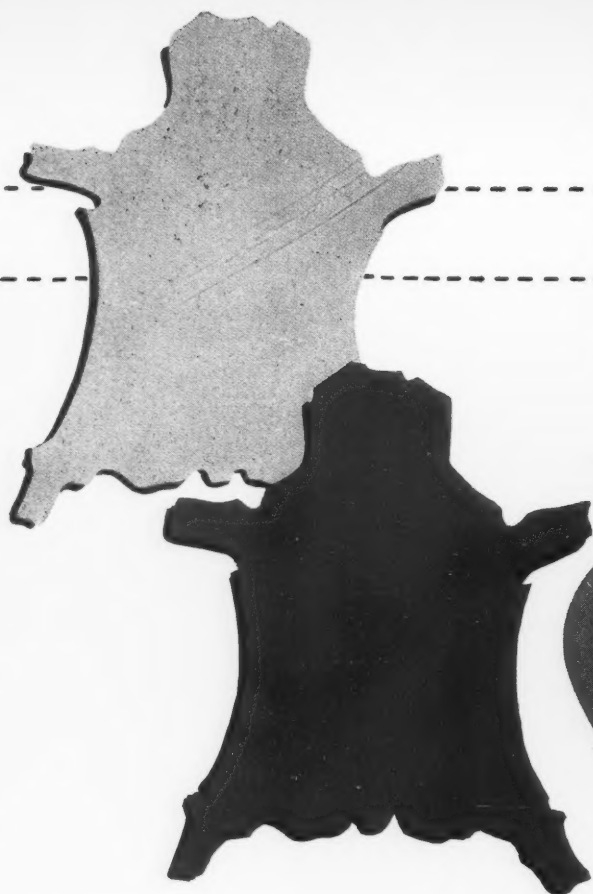
John R. Evans & Co. (19)

Women's Smooth kid in Admiral Blue, Cherry Red, Parkway Green, Turftan, Cafe Brown, Cognac Brown, Brown Cordo, Green Pepper, Cinna-



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Shoes and Costume Coordination

By
Kathleen Catlin

Fashion Coordinator, Marshall Field & Co., Chicago

WHAT is coordination? It's that very simple function the dictionary defines as placing things in "harmonious and reciprocal relation." That process is an over-all picture where obviously shoes can play only a part. But in spite of the difficulties, we believe that they must play that part, not only for the sake of store prestige and fashion leadership, but for the very pertinent reason that we believe more sales can be made for shoe departments if it is a coordinated department than can be made if it is out for itself alone. I certainly do not wish to imply by that statement that the backbone of the shoe business is still not the manufacturing, merchandising, and promoting of shoes for shoes' sake. But, have you explored the real possibilities of the extra sales that coordination can bring you . . . of the special fashion flavor that may not sell a specific pair of shoes immediately after these shoes have been so presented, but sells your shoe department as a spot to always shop for the smartest styles for any type of costume . . . as the place to find and buy them? Let's briefly consider, therefore, the ways we can coordinate shoes within a retail store.

Shoes With Apparel and Apparel With Shoes

There is the ad promoting volume apparel. If the right shoe is selected for the costume, not only will the dress presentation and store know-how be enhanced, but you'll sell more shoes. I call your attention to one of our volume apparel advertisements where almost the moment the store opened on the morning of the ad, the fashion office started to get inquiries from the customer service desk about "what shoe department carried that strapped shoe advertised in this morning's paper?"

Then there's the apparel fashion ad. I call your attention to a "prediction" type of shoe advertisement. In May, Marshall Field & Company set the stage for this current season of short evening dresses . . . and in that presentation, made a point of sketching three different types of shoes . . . the ankle strap, the naked strap ghillie, and the delicate opera pump . . . all keyed to this new kind of dressing.

Not Only in Advertising But in Windows You Have a Medium for Your Coordination of Shoes With Apparel and Apparel With Shoes

The fall apparel story featured in windows was Foliage Colors. It was possible because it was planned. The shoe buyers were completely apprised of the coming apparel colors. They were kept advised of the apparel division decisions and in turn, told us what was afoot in their own markets. I mention this particularly, because we all feel that the shoe division, too, has a coordinating obligation to the store. Since leathers are ordered so early, there's often a wonderful opportunity to lead other department buying in your direction if you make that information available.

Then there's the fashion show. Tearoom shows that tell a fashion theme give a shoe department a splendid opportunity to tie right in with the completely accessorized costume, and shoe prices are listed in the program.

Now, there's also the coordination of shoes with other accessories. With the bags . . . the matching and planning of leather shades together is almost too obviously a selling advantage to mention here. Back-to-school accessory features, color accessory stories, our velvet accessory theme, our evening accessory news, all of these have brought shoes into a new traffic stream by showing them in almost every case on the big State Street accessory main aisle, as well as in the State Street accessory windows. Remember, this is additional display.

And in advertising stockings. Very often we run an ad in which the right shoes are shown with these stockings. In each case, we think you'll agree, shoes get the break.

There is another type of coordination which has nothing to do with specific apparel or accessory items, but everything to do with shoes. It is the coordination of shoes with an incoming general fashion story or trend. It is using the shoe as an out-and-out prediction item and pace-setter. We have in mind such over-all influences as this "look of the twenties." Used as a major fashion story in itself and in its own subtle way, a coordination job for your shoe department.

Methocel:

the Indispensable Film Former



Do you need a better film former? Try the new Methocel, *powdered*. Among the many advantages of Methocel, its function as a superior film former makes it indispensable to the leather industry.

Methocel (Dow Methylcellulose) is an outstanding pasting material. It is clean and uniform, its solutions require a minimum of preservative, and can be stored dry indefinitely without change.

In leather finishing, Methocel can be used to reduce the tack of dressings and finishing compounds. Its use in liquid and paste shoe polishes is long established and well known.

You are undoubtedly familiar with the fibrous form, now try the new Methocel, *powdered*. Send in the coupon for your *free* experimental sample plus information on its many profitable applications in the leather industry.

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The Dow Chemical Company
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Midland, Michigan

Please send free sample of METHOCEL, for use in _____
Check viscosity desired: 15, 25, 100, 400, 1500, 4000 cps.

Name and Title _____

Firm _____

Address _____

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SPECIALISTS in

Splits

To improve your health you select a specialist—to improve your line do likewise—select a tanner whose specialty is the tanning of splits—you then improve your merchandise.

Manufacturers who insist on Splits that compare in Quality with other leathers in their shoes, demand Gebhardt's—they are superior. Expert care is given to selection of raw material and process. Research to improve them goes on constantly. That's why we are rightfully termed "Specialists in Splits".



A. L. GEBHARDT COMPANY

416 NORTH WATER ST., MILWAUKEE 1, WIS.

SPECIALTY TANNERS OF

Splits

SUEDE SPLITS
LINING SPLITS
SOLE SPLITS

Also

Tanners of
Glove Leathers
Chrome Splits
Horsehides
Deerskins
Cow Bellies
Shanks
Moccasin Cowhide

TANNERY

GEBHARDT-VOGEL TANNING CO.
706 W. OREGON ST., MILWAUKEE

bar, Playred and Turftan; Suede Kid in Cafe Brown, Parkway Green, Admiral Blue, Slate Grey, Maple Brown, Playred, Turfgreen, Cinnabar and Miami Blue; Golden Harvest grained leather for men's shoes.

In attendance: William F. Hickey, Thomas R. Hickey, A. J. Redmond, Wills T. Engle, William Schulte, Edward H. Geisler, Don Stephens, Milton Salomon, Joseph W. Macpherson and Mrs. H. C. Porteous.

Fleming-Joffe, Ltd. (122)

Genuine reptiles including alligators, alligator lizards, Oriental lizards, Bengal lizards, Agra lizards, Calcutta lizards, Chameleon lizards, Cobra snakes, Chouri snakes. Ermine snakes, Diamond pythons, Rock pythons, Royal pythons, Boa snakes, Ampalgas and Karung snakes. Colors will include official women's Town Colors, a range of Jewel Tones in the Oriental lizards and special promotions groups including Colonial Earth, Red Plush, Wood Space and Rust.

In attendance: Morris Joffe, Malcolm Fleming, Al Terry, Howard Geiger, Herbert Ochs, Raymond Radunsky, Robert Vanhouten and Miss Dorothy Adams; John Metz, Jack Metz, W. P. Erhart, A. W. Petersen, John G. Freeman, Clarence Roney, George W. Newman, Jr., and John G. Mahler.

S. B. Foot Tanning Co. (192)

All popular kinds, weights and colors in Full Grain and Corrected Dress Elk sides, featuring white elk.

In attendance: S. B. Foot, C. F. Dodge, C. A. Foley, J. W. Hultquist, H. T. Tankersley, F. J. Clausen, T. W. Jones, Armin Kaufmann, W. E. Grumbine, Walter Michels, F. J. Levisseur, F. L. Broadbent, D. F. Rimoli.

Leonard Freedman & Sons (195)

Cowhide, Kipside and Calfskin in bark and chrome tanned U. S. Patented "Western" designs, bark and chrome tanned fancy alligator and reptile effects, bark tanned aniline type saddle finishes; Sheepskin, lamb-skin and skivers in bark tanned U. S. Patented "Western" designs, bark tanned aniline saddle finishes in all colors, bark tanned Morocco and staple grained novelty leathers, bark and chrome tanned sock lining leathers, and chrome tanned Cape finished lambs; D'Buff splits, side splits and shoulder splits in all grains, colors, weights, and finishes in bark and chrome tannage. All leathers to be shown in 1950 fall color range, featuring Rodeo, Rancho, Braided designs, Rotagilla, French Alligator and Swirl Alligator.

In attendance: Leonard I. Freedman, Stephen B. Freedman, Bert A. Quitman, Herbert S. Hammond, Al W. Meier, Robert L. Hunter and Robert J. Dodd.

A. F. Gallun & Sons Corp. (173)

Calf in Aztec, Cretan, Eskimo, Norwegian, Wax Norwegian, Normandie, Viking, Apache, Tooling, French Process Wax, Furniture, Grains, lining, Domino Baguette, Mandarin, Lido, Milwaukee, Ebony, Kongo, Quarterbright, Clyde and Pigskin.

In attendance: E. A. Gallun, C. H. Moore, K. F. Norr's, L. F. Davis, F. C. Hathaway, E. L. Peirce and S. A. Ely.

These are very nice white shoes you are making.... Who's leather are you using?

KORN'S of course!

KORN
LEATHER COMPANY • PEABODY • MASS.

MURRAY
Fine Leathers
A complete line of quality
Kip, Extremes, & Side Leathers
MURRAY LEATHER CO.
WOBURN, MASS.



"SUPREMO"

BRAND
SOLID-ORDINARY

"LUNA"

BRAND
COLD WATER SOLUBLE

Factory at
PUERTO PINASCO, PARAGUAY

MANUFACTURERS:

QUEBRACHO EXTRACTS

POWDERED and LIQUID

Factory: STATEN ISLAND, N. Y.

IMPORTERS:

WATTLE BARK - VALONIA - Etc.

Sole Distributors United States, Canada, Cuba, Mexico

VALONIA EXTRACT - "S.E.N.S." Brand

Manufactured by E. N. Surlanges, Ltd., Mitylene, Greece

**INTERNATIONAL
PRODUCTS CORPORATION**

29 Broadway, New York 6, N.Y.

Representatives: San Francisco, London, Canada,
Havana, Cuba, Mexico City, Mex.

"SUPERIOR LEATHERS"

Chrome Retan Sole Leather

In bends . . . shoulders . . . bellies . . . outstanding in its waterproofing
and long-wearing properties . . .

"Katz Chrome"

The ideal leather for shoe . . . glove . . . and garment purposes.

Chrome Retan Upper Leather

A quality shoe leather . . . water resisting . . . easily worked.



Also cow and horse sides

SUPERIOR TANNING CO.

1254 West Division Street, Chicago

AGENTS

Chicago, E. Block 128 N. Wells St.
Boston, Saffery Bros. 210 South St.
New York, Simon Tannenbaum 100 Gold St.

Garden State Tanning, Inc. (131)

Range of luggage leather topgrains; handbag, splits in Parkway Green, Cafe Brown, Green Pepper, Golden Wheat, Playred and Turftan; suede splits in black; black French Process suede for ladies' handbags, full range of wallet leathers, shoe lining splits, chrome retan sole splits; flexible bend splits.

In attendance: Alexander Fried, Martin Fried, Zachary J. Dembo, Joseph Oliver, Rudolph Tesa, Getsy Klastow, Moe (Jr.) Rosner, Jerome Goebel, Raymond Larkin, Mike Ossoff, Hy Ossoff, Frank Edrich, John New-some, Joseph Kueven, D. B. Dahm and Lew Rothman.

Garlin & Co., Inc. (110)

Genuine Buck in men's, women's and children's weights; smooth an-line sides for the dress, leisure and moccasin trade in all colors.

In attendance: A. E. Piekenbrock, Walter N. Schafstall, Russ White, Robert J. Clements, Frederick G. Munroe, William Templer, Jr., and Paul E. Gardent, Jr.

Geilich Leather Co. (120)

Cambium smooth side leathers in all colors for men's and women's shoes; lining leather, all colors, full grain and corrected.

In attendance: Usher Spellman, Sam Davis, Emery Huvos, George Hym-rod Jr., Elcanna Petersen, Bob Bedford, Gene Farrell, Cecil McClarin, Roy Frank, Don Elliott, Herbert Meehan, Simon Geilich and Harold D. Geilich.

J. Greenebaum Tanning Co. (187)

Side leather in Vegeleen, Normil, Hampton, Dresides, embossed grains in established and new colors, Primo, Sporto, dress Elk and shoe Cordovan.

In attendance: J. L. Greenebaum, J. S. Lanigan, L. W. Donovan, M. S. Greenebaum, C. G. Van Kries, R. F. Maney, L. W. Keith and L. C. Keith.

Griess Pfleger Tanning Co. (167)

Aniltan kip, extreme and large sides; Combotan smooth dress kips, extremes and large sides; Lozant chrome Sport Elk, extremes and large sides; Bison full grain work elk sides; lining splits.

In attendance: Edwin T. Cady, Edwin B. Cady, Richard Fuller, Thomas S. Kiernan, Simon Tannebaum, Wendell R. Bauckman, and William P. Erhart.

Gutmann & Company (196)

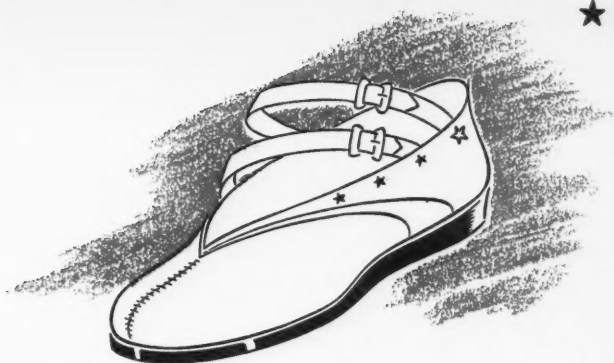
Gambola, embossed grains, Ski, Gluv and smooth sides in all the latest fall colors.

In attendance: D. N. Gutmann, J. T. Gormley, B. Nichols, R. Day, E. S. Greenfelder, John R. H. Ward and A. Meyer.

L. H. Hamel Leather Co. (156)

Glazed kid in Wildfire Red, Cherry Red, Cafe Brown, Town Brown, black, Kola Brown, Admiral Blue, Green Pepper, Cognac Brown, Misty Grey, Buttercup Yellow; Nu Princess Lamb-skin linings in Mocha, Waterlily, grey, blue, green, pink, dark grey, dark Mocha, Town Brown, black and sand;

(Continued on Page 70)



*Always
Foremost*



Fine upper leathers

"The Finished Shoe Shows the Reason"

BOOTH 71 WALDORF ASTORIA-MARCH 7-8



ARMOUR LEATHER COMPANY

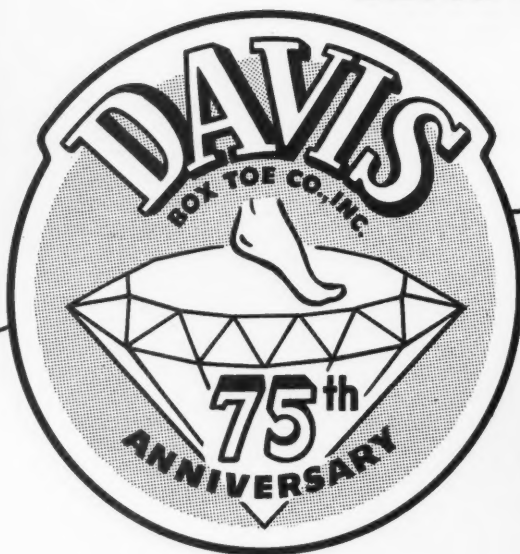


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TOES**

75 YEARS OF LEADERSHIP

**LEATHER-TEX
BUCKRAMS**



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SHANKS**

Davis experience is reflected in the dependable quality of our products. The accumulative result to you is extra value and performance, that contribute to consumer good will and preference for your shoe lines. Contact us now for samples, prices or other information concerning Box Toes, "Duride" Shanks, Leather-Tex Buckrams, Cork and Davco Platforms.

**CORK
& DAVCO
PLATFORMS**

Visit us during the Allied Shoe Show, Room 923, Belmont Plaza Hotel.

* Trade Mark Reg.

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J. Harold Finen
834 Reedy St.
Cincinnati, Ohio

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Ross Barbour
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St. Louis, Mo.

Arthur K. Meyer
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Los Angeles, Cal.

Exclusive Shoe Industry Distributors For Mundet Cork Corporation

Growing Influence Gives Allied Products Show Increasing Prestige

In economy-minded and style-conscious shoe industry the products and services of the suppliers bear stronger influence as competition intensifies.

THE 85 firms exhibiting at the semi-annual Allied Shoe Products and Style Exhibit at the Hotel Belmont-Plaza, New York City, March 5 to 8, expect the keenest buyer and visitor interest of any of its postwar shows yet held. In preparation, the participants—all leading firms in their respective allied branches—have arranged an impressive array of new or improved products, processes and ideas slanted specifically to stimulate shoe sales and hence the sales of their own products.

Forecast For '50

Last December, *Leather and Shoes* conducted an extensive survey among 300 shoe materials and supplies firms as to their outlook for 1950. With the important Allied Products Show now in the offing, the findings of the L & S survey are of current significance. Only 25 percent of these firms foresaw a decline in general business conditions, while 29 percent saw it as better than in 1949, and 46 percent saw no change. Regarding their own sales outlook, only 20 percent foresaw a sales decline this year, as against 70 percent who believed sales would be higher or at least the same as in 1949.

About half of all shoe materials and supplies firms see little change in prices during the year for their products, though 34 percent believe prices will soften somewhat as against 15 percent who see a mild rise. About 82 percent see their costs rising this year, at least holding firm, while only 18 percent see a cost decline. Profits move the other way, with 64 percent seeing profits slimmer, 18 percent no change, and 18 percent a bit higher.

Very significantly, 81 percent of the firms reported that they are planning more aggressive promotional activities for sales this year, while only 19 percent said they would make no

change, and none said that there would be less. Selling obviously needs a great deal more push if the possibility of slicing profits is to be combatted. In short, everyone sees the answer as higher volume to counter-balance the slimmer profits so that gross profits at the end of the year will hold up well with 1949.

Opportunities Open

Shoe production for 1950 holds good promise of exceeding that of 1949. In the past two or three years many retail sales have come out of retail inventories rather than production. But now the switch has come. Retail inventories are skeletal. Strong consumer buying means that retailers will have to draw stock from factory output instead of their own inventories. Hence, production is expected to be six to ten million pairs higher this year than last.

This is a hopeful sign for the allied trades supplying shoe manufacturers. Obviously it indicates the prospective need for more stock all along the chain. However, at the same time, shoe manufacturers find price squeezes on them from their own customers. Everyone is familiar with the trend toward lower priced lines to reach mass markets, and in every case with the nipping of cost corners to meet price competition without affecting values.

Thus the field is wide open for new products, processes and ideas whose theme is economy coupled with value and improved efficiency. Shoe suppliers are hoping to increase their sales through introduction of these economy opportunities which are certain to attract customers and build sales.

Style-Conscious Buyers

The Fall shoe style picture has not yet crystallized upon any single theme or positive direction. In fact, a nation-wide survey by *Shoescope*,

companion style publication to *Leather and Shoes*, reveals that Fall shoe fashions will consist largely of current styles with many new treatments.

Retailers and shoe manufacturers alike are intense in their search for "something different" though nothing radical. In short, essential the present styles but with new effects. Stylists and suppliers thus have an additional opportunity here to come up with interesting new features to attract attention which can be created into enlarged business.

Much interest, for example, is being exhibited in the new duckbill lasts for women and the "nature boy" lasts for men. Both are essentially the same—wide tread, exaggerated outer flare, straight inner line, roundish toe, short over-all, and in general following the outline of the foot. New lasts create or inspire new shoe patterns and designs, and these in turn require new or varied uses for regular shoe materials and supplies. As a result, these suppliers are required to be as style-conscious as the buyers themselves, if not more so. Thus, in an important sense, shoe suppliers influence style trends to a significant degree. Shoe manufacturers, stylemen, purchasing agents, etc., recognize this fact and thus lean toward the suppliers for advice, information and suggestion regarding shoe styles.

For this and numerous other reasons the Allied Products Show becomes of increasing importance in an industry where style changes and trends in the postwar years has become such a subtle, complex and fast-moving business.

TURN PAGE FOR
ALLIED PRODUCT SHOW
LIST OF EXHIBITORS

LET US WELCOME YOU
In ROOMS 917-918 at
THE ALLIED SHOW

Belmont Plaza Hotel • New York City

March 5th to 8th

Where We Are
Exhibiting Our Fine Products

LAWRENCE SCHIFF SILK MILLS

Manufacturers of Bindings, Braids and
Narrow Fabrics for the Shoe Trade

ESTABLISHED 1918

95 Madison Avenue New York 16, N.Y.

AFFILIATES:

Lawsilk Ribbon Corp.
Allentown, Pa.

Allegheny Ribbon Mills, Inc.
Quakertown, Pa.

Carlisle Ribbon Mills, Inc.
Carlisle, Pa.

Patton Throwing Mills
Patton, Pa.

REPRESENTATIVES:

CHICAGO
Herman Rabin

NEW ENGLAND
Hans Fuent
Haverhill, Mass.

CINCINNATI
George J. Gutfahr Co.

ST. LOUIS
Gene Barnard

LOS ANGELES
Edward Rothenberg

ROCHESTER
William L. Hall, Inc.

MONTREAL
H. F. Odell Sales, Ltd.

ALLIED SHOE PRODUCTS SHOW EXHIBITORS

Acme Backing Corp., and
ABC Backing Corp.
Brooklyn, N. Y., and St. Louis, Mo.

Room Number: 1002

On display: Backing cloth; reinforcements;
plumper stock, etc.

Representative: Harold H. Glassman

Advance Silk Co.
New York, N. Y.

Room Number: 1023

On display: Silk threads.

Representatives: J. M. Phillips and Murray
Lee

American Stay Co.
East Boston, Mass.

Room Number: 1026

On display: Regular line of shoe trim-
mings.

Representative: P. R. Hottinger

J. Ansin & Co.
Boston, Mass.

Room Number: 926

On display: Shoe fabrics.

Representatives: Joseph Settino, H. Yanko
and J. Ansin

American Shoemaking
Boston, Mass.

Room Number: 1141

Armstrong Cork Company
Lancaster, Pa.

Room Number: 904

On display: Cold process shoe bottom fill-
ers; cork-and-rubber box toe materials;
solution type box toe materials; complete
line of cork composition and cork-and-
rubber platform, clog and wedge heel ma-
terials; shoe findings. Armstrong will intro-
duce its new solution type box toe ma-
terials, U. S. Patent No. 2277941. It consists
of a double-napped flannel impregnated
with a specially compounded, partially
condensed resin which is activated by an
inexpensive solution. The box toe sets and
hardens from chemical reaction. Equip-
ment for processing the toe will also be
exhibited.

Representatives: C. T. Potts, W. B. Tucker,
D. P. Paiste, Howard Ensor, J. P. Schnitzer.

Atchue Sales, Inc.
Maspeth, L. I., N. Y.

Room Number: 902

On display: Union Bay State Chemical
Co.'s, sole attaching adhesives plus their
complete line. Lowell Counter Co.'s,
moulded quarters for conventional and Cali-
fornia process shoes. Bay State Shoe Sup-
ply Co.'s, innersole and platform materials.
Representatives: Geo. J. and Ralph P.
Atchue, William Herlihy.

Bay State Fabrics, Inc.
Boston, Mass.

Room Number: 907

Bay State Shoe Supply Co., Inc.
Lynn, Mass.

Room Number: 902

See Atchue Sales, Inc.

Ben-Berk Fashion Creators
New York, N. Y.

Room Numbers: 1012-1014

On display: New pullover models, diversi-
fied types—high heels; casuals; sport and
tailored walking types.

Representative: Harry Berk.

Snyder

FOR QUALITY
SHOE BUCKRAMS

- FAST MULLING
- GREATER RIGIDITY AFTER MULLING
- RAPID FUSING OF LINING AND UPPER

Ask your supplier for

SNYDER BUCKRAMS

Once Used — No Other Will Satisfy

**SAMPLES
ON REQUEST**

SNYDER BUCKRAM CO. 621 RIVER ROAD
CLIFTON, N. J.

Some plain facts

about welt shoe innersoles

If you are a maker of welt shoes and are using conventional channeled leather innersoles you know how costs have soared. You know also that if you could switch to a very light leather innersole or to a light synthetic innersole you could effect substantial savings.

That's where we come into the picture. We put a rib, a substantial permanent rib, on materials that are too light to be channeled . . . and we save you anywhere from 30c upward in doing it.

Just listen to this . . . one of America's leading shoe manufacturers speaking: "We have used Prime Process innersoles in one million pair of our shoes without a single cripple." He is only one of many.

Today our innersole process is being used at the rate of approximately 2,000,000 pair *monthly*.

If you are making welt shoes, men's, women's or children's, using either leather, cork or synthetic innersoles, write to us for information that will enable you to make substantial and satisfactory footwear at large savings per pair.

Prime Manufacturing Co.

L Y N N , M A S S A C H U S E T T S

factory

"CRIPPLES"

cut 90%

ENDICOTT-JOHNSON
did it . . . with
ACMESTAY-PLUMPER #20



One of the season's successful production numbers by ENDICOTT-JOHNSON CORP., in which ACMESTAY-PLUMPER is used.

• • • • •
ACMESTAY #100—

the best reinforcement stock on the market. Equally strong in all directions. Will not fray; cuts clean. Non-woven, all-cotton base. 39"-40" widths, 100 yd. rolls.

BLACK, WHITE, TAN, WATER LILY.
• • • • •

The immense production lines of ENDICOTT-JOHNSON CORP. were excellent proving grounds to test the superiority of ACMESTAY-PLUMPER.

A remarkable record was established in a single season . . . factory "cripples" were reduced by 90%!

This special material stretches with the leather over the last, eliminating "piping," inner-breakage, and other reject reasons.

AVAILABLE IN 39" - 40" WIDTHS

100 YD. ROLLS

Black, White and Tan

*We'll be glad to see you at the
ALLIED SHOE PRODUCTS SHOW
Room 1002
Belmont-Plaza Hotel*

LOREN PRODUCTS CORP.

43 Meadow St.

Brooklyn 6, N. Y.



your beer
is flat
without
FOAM...

your shoes
are flat
without
FOAM-STEP*



come to
room 1002
HOTEL BELMONT PLAZA
new york city
march 5th-8th

FOAM-STEP*
is ACME'S 4-way
foam rubber, inner
cushioning for platforms,
innersoles and linings.

Be sure to see and sample
FOAM-STEP*

*Trade Mark

ACME BACKING CORP.

BROOKLYN 6, N. Y.

...TEN REASONS...

WHY YOU SHOULD USE

"KOMFY KORK" **PLATFORM MATERIAL**

1. EXTREME FLEXIBILITY
2. LIGHT WEIGHT
3. UNIFORM THICKNESS
Gives the Shoe An Even Platform All Around.
4. CAN TAKE THE PRESS WITHOUT SQUASHING DOWN
AND REMAINING DOWN
5. COMPATIBLE WITH ADHESIVES
6. SMOOTH TO THE FOOT
7. AVAILABLE IN EVERY PRICE RANGE—PROMPT DELIVERY
8. CAN BE HAD IN ANY THICKNESS DESIRED
9. MOST COMFORTABLE PLATFORM MATERIAL ON
MARKET
10. CAN BE STITCHED WITHOUT BREAKING

Exhibited at Room 1139 Belmont Plaza March 5-8

DAN LEWIS, INC. **PLATFORM MATERIAL**

40 WALNUT STREET

HAVERHILL, MASS.

Phone HA 4-6384

Samples gladly submitted.

Bendix Coating Corp.

Room Number: 1103

Boston Top Lift Co.

So. Boston, Mass.

Room Number: 924

On display: Complete line men's & women's leather toplifts.

Representatives: Murray Freedman and Harry Freedman.

Bowcraft Co., Inc.

New York, N. Y.

Room Numbers: 912-914

On display: Bows, also braids including plastic; and buttons—novelty, metal, ocean pearl, and baked enamel finished.

Representatives: Jack and Sol Kowal, John Rudolph, Wm. Riesenberger, Wm. Jefferys, Herbert Bunin.

Bristol Fabrics, Inc.

Boston, Mass.

Room Numbers: 1017-1018

On display: Goodrich "Maxecon" Soling; "Arrabuk" by Hood Rubber Co. Expect to introduce a new product by Goodrich.

Representatives: M. P. Lash, Frank Weber, Arthur Salzer, Alfred Halpern.

Jean Brock Styles

New York, N. Y.

Room Number: 1028

On display: Shoe styles.

Representative: Miss Jean Brock.

A. S. Burg Co.

Boston, Mass.

Room Numbers: 1531-35

On display: Shoe fabrics. New product: "Duranap" sueded material.

Representatives: Barney Kane, Louis Cohen, Louis Alman, Elliott Adelman, Donald Bragman, and A. S. Burg.

Canada Last Co., Ltd.

Preston, Ont., Canada

Room Number: 1044

On display: Lasts.

Representatives: C. M. Iredale, J. Arnold Iredale, H. T. Hartshorn, Jr., Jas. Ross.

Churchill Mfg. Co., Inc.

Lowell, Mass.

Room Number: 1122

On display: Shoe bindings.

Representatives: C. W. Churchill, Jr., H. C. Churchill, William E. Laverty, Jr.

Clemtex Mfg. Co.

Boston, Mass.

Room Number: 920

On display: Shoe fabrics; buckles; goring.

Representatives: Messrs. Fine, Steen and Seidel.

Columbia Combining Co.

Brooklyn, N. Y.

Room Number: 1112

On display: Backing cloth; plumpers, etc. Representatives: James L. Birnbaum, Irving Segal, Max Rappaport, Joseph Goldsmith and Lou Pisano.

Consolidated Rubber and Plastics Co., Inc.

East Boston, Mass.

Room Number: 1129

On display: Platform and soling materials including "Cork-Tan," No. 77 platform materials, also new "Rainbow Cork" and other platform materials; "Sol-tex" and "Duo-lite" composition soling.

Representatives: Leo Bakalar, Leo Translater, Robert Harris, Raymond Crawford.

Royal Archer



...the "long-life" shoe suede

Shoe manufacturers specifying Royal Archer suedes find their products gaining increased consumer acceptance on the retail counter. In addition to their special "long-life" body, these famous suedes are easy to work . . . are waterproof . . . have perfect "hand" and are available in a wide range of saleable colors.



● Ask your supplier to show you a Royal Archer swatch book of fine shoe suedes.

ARCHER RUBBER CO., MILFORD, MASS.

Noted for years as the makers of the finest in suede materials

Cork Clogs of America
New York, N. Y.

Room Number: 1029

Cooney-Weiss Fabric Corp.
Boston, Mass.

Room Number: 1140

Davidson Rubber Co.
Charlestown, Mass.

Room Number: 1024

On display: Sponge rubber products.

Davis Box Toe Co.
New York, N. Y.

Room Number: 923

On display: "Leathertex" box toes; flexible box toes; "Duride" and "Leatherite" shanks; "Davco" Platforms; cork.

Representatives: H. Karet, M. K. Musnick,
Dick McNulty.

Dewey & Almy Chemical Co.
Cambridge, Mass.

Room Number: 1101

On display: Complete line of "Darex" shoe products.

Representatives: Messrs. Mott, Spellman,
Steele and Livingstone.

Domestic Novelty Co.
Newark, N. J.

Room Numbers: 1006-1020

On display: Buckles, including the new
"Sweetheart" buckle for ladies' shoes and
other new buckles.

Representatives: Roy H. Stoeckel, Ralph
F. Walter, Miss E. J. Kent, and Mrs.
A. Abrams.

L. Drexage & Co., Inc.
New York, N. Y.

Room Number: 1029

J. Einstein, Inc.
New York, N. Y.

Room Numbers: 1033-1034

On display: Shoe fabrics, including new
weaves in nylon and silks for Fall.

Representatives: Daniel R. Devine, Ray
Barnard, Walter Sahofstall, I. E. Vitkin.

Elfskin Corp.
Worcester, Mass.

Room Number: 1040

On display: Elfskin quarterlinings; sock-
linings and non-slip materials; also "Elf-
suede" a sueded non-slip material in popu-
lar colors.

Representatives: Melvin Sawyer, Samuel
Rubin, Harold Levine.

Bea Evans Styles
New York, N. Y.

Room Number: 929

Felch-Anderson Co.
Providence, R. I.

Room Number: 1003

On display: Shoe buckles and ornaments,
also the new dot and "Duro" snap-in
buckles.

Representatives: Carmen S. Felch, James
F. Felch and Irving Zarncheck.

Fells Mfg. Co.
Allston, Boston, Mass.

Room Number: 925

On display: Innersoles and platform mate-
rials; compressed fibre wedges.

Representatives: Robert Lehner, Louis
Ravick, Frank Deastlov, Hyman Feldman.

Gilbert Freeman, Inc.
Boston, Mass.

Room Numbers: 1106-1121

On display: Fabrics, "Melotex," "Electron"
and "Haystack"—a new strawlike material
made with rayon yarns, also nylon and
nylon silk shantung.

Representatives: Gilbert Freeman, Joseph
Kosow, Edward Settino.

French Beading & Novelty Co.
Philadelphia, Pa.

Room Number: 928

On display: Shoe ornaments, beaded bows,
nailhead vamps, rhinestone bows & vamps
and new hand beaded shoe vamps of
genuine beads.

Representatives: Dave Greenberg and Bud
Hoffman.

Gitterman & Co.
New York, N. Y.

Room Number: 1127

On display: Shoe fabrics.

Representatives: David Hess, Daniel Ben-
jamin.

Gold Crown Fabrics, Inc.
Boston, Mass.

Room Number: 1140

Golden Leatherboard Co.
Haverhill, Mass.

Room Number: 1103

On display: Cut shoe findings.

Guild Products, Inc.
New York, N. Y.

Room Numbers: 1106-1121

Haley Cate Co.
Everett, Mass.

Room Number: 1126

On display: Strippings and bindings.

AMILO

Leathers

OUR WHITE ELK LEADS—NONE BETTER

ELK SIDES ★ ★ ★ CHROME SPLITS

BOOTH NO. 38

AMDUR LEATHER COMPANY, Inc.

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P. O. Box 1134, Lancaster, Pa.

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C. D. KEPNER LEATHER CO.

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Leather Finishes

Quality leather finish is one of the prime ingredients that
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Many years of experience together with uniformly high stan-
dards of production have helped to give HYDRODITE its respected
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The producers of HYDRODITE invite you to make use of their
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Leather Finish Specialists

CHAPEL ST. & LISTER AVE., NEWARK, N. J.

"AS EASY AS ROLLING OFF A LOG"

That's how easy it is to adjust the new, vastly improved, Randall Precision Splitter to obtain the exact thickness required and maintain an absolutely uniform split. So why struggle along with machines on which the "down" (unproductive) time required for adjustments is a substantial item of expense.

By introducing many new, exclusive mechanical features, Randall now makes it easy to split leather and other materials with a speed and accuracy never before possible, thus materially reducing production costs.



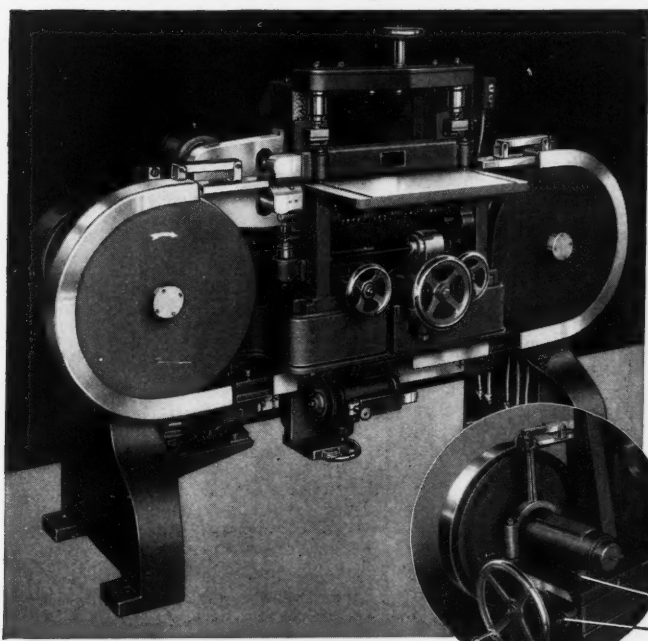
THE NEW

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STRAIGHT TO THE MARK

Band Knife

SPLITTER



SOLD OUTRIGHT — NO ROYALTIES

DOES YOUR SPLITTING MACHINE HAVE THESE FEATURES?

Independent Feed Roll Control which makes it possible to stop the feed rolls instantly and reverse them if necessary.

Individual Motor Drives for each unit. This eliminates complicated gearing, thus reducing vibration to a minimum and making the machine practically noiseless in operation.

A Tension Device to keep the knife taut.

A Knife Tension Indicator to provide visual means of determining correct knife tension.

Micrometer Adjustment for determining exact thickness of the split.

A 2-speed Gear Box for operating Feed Rolls.

A Universally Adjustable Head to insure accurate alignment of the Feed Rolls with the Knife.

A built-in Diamond Dressing Tool for grinding the wheels.

Sectional Feed Rolls to insure uniform split.

Drum Alignment Adjusting Screw
Knife Tension Indicator Rod
Knife Tension Adjusting Wheel

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CREASERS
TRIMMERS
SEWING MACHINES
PUNCHING MACHINES

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LEATHER WORKING MACHINERY DIVISION

Manufacturers of Leather Working Machinery Since 1858
5004 SPRING GROVE AVE., CINCINNATI, OHIO

DIES
PUNCHES
BEVELERS
SPLITTERS
STRAP CUTTERS
EMBOSSING MACHINES

**House of Trimmings, Ltd.
Brooklyn, N. Y.**

Room Number: 1107

On display: All types of shoe trimmings, stripping, tubulars, binding, goring.

Representative: Jack Geffner.

**International Fabrics, Inc.
Boston, Mass.**

Room Numbers: 1431-35

On display: "Shearlon" for slippers and rubber footwear; linens; satins; failles, shantungs.

Representatives: Mark and Robert Edison, Jack Dave.

**Kaplan Products & Textiles, Inc.
New York, N. Y.**

Room Number: 1041

On display: Cotton back satins; satin laces; figured failles; jacquard satins; high pile

plushes; metallic brocades, high count bengalines.

Representatives: A. Kaplan, M. Livenston, M. Silverman, M. Marks.

**Keeler-Cochrane Heel Co.
Haverhill, Mass.**

Room Number: 1139

On display: Heels.

**C. C. Kempton Last Co.
Philadelphia, Pa.**

Room Numbers: 905-922

On display: Lasts.

Lazar Backing Div.—Peters Bros.

**Rubber Co.
Brooklyn, N. Y.**

Room Numbers: 1117-1118

On display: Backing cloth; reinforcing material, etc.

**Al Lewis Shoe Styles
New York, N. Y.**

Room Number: 927

On display: Shoe buckles.

Representatives: Al Lewis and Ed Schary.

**Dan Lewis, Inc.
Haverhill, Mass.**

Room Number: 1139

On display: Platform materials; wedge heels; fibre counters; cork products; shoe findings; fibre board products; sponge rubber.

**Loren Products Corp.
Brooklyn, N. Y.**

Room Number: 1002

On display: Non-woven, non-fray cotton reinforcing and plumper materials.

Representative: Leroy J. Bealler.

**Lowell Counter Co.
Lowell, Mass.**

Room Number: 902

On display: Counters.

**Lynn Innersole Co.
Allston, Boston, Mass.**

Room Number: 925

On display: Complete line innersole and platform materials, compressed fibre wedges also new complete processed wedge heel and platform strips.

Representatives: Robert Lehner, Louis Ravich, Frank Deastlov, Hyman Feldman.

**T. A. Maguire & Co., Inc.
New York, N. Y.**

Room Number: 1029

**Majestic Fabrics Corp.
Boston, Mass.**

Room Number: 906

On display: Shoe fabrics.

Representatives: Geo. and Arthur Kaplan and J. Lazar.

**Middletown Rubber Co.
Middletown, Conn.**

Room Number: 1114

On display: All type shoe linings.

Representative: I. R. Segal.

**Maynard H. Moore, Jr., Inc.
Stoneham, Mass.**

Room Numbers: 945-46

On display: Novelty shoe trimmings.

**National Backing Corp.
Long Island City, N. Y.**

Room Number: 1007

On display: Combining of leathers and fabrics.

Representative: Morris Edwab.

**North & Judd Mfg. Co.
New Britain, Conn.**

Room Number: 1039

On display: Buckles.

**Ouimet Stay & Leather Co.
Brockton, Mass.**

Room Number: 1104

On display: Novelty shoe welting; shoe trimmings.

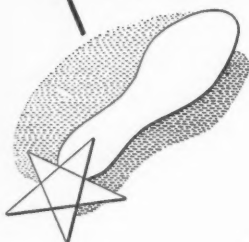
Representatives: Emile Ouimet and H. Allan Stuart.

**Palatine Corp.
New York, N. Y.**

Room Number: 1138

On display: Shoe fabrics.

QUALITY



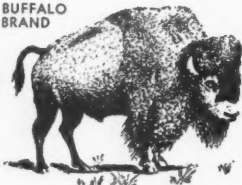
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**QUANTITY
PRODUCTION**

SINCE 1861 . . . before the coming of quantity production, Blanchard Bro. and Lane have been producing **QUALITY** leathers.

Moving forward with progress, they have never sacrificed **QUALITY** for quantity . . . You can be sure of **QUALITY** when you use

**. . . BUFFALO BRAND
FLEXIBLE INNERSOLE SPLITS
FLEXIBLE CUT SOLES
FINISHED LINING SPLITS
WORK SHOE SPLITS**

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**Quality Tanners Since 1861
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WALTER J. MEYER, Cincinnati 11, Ohio

RUDI WEIMANN, 117 N. Robertson Blvd., Los Angeles, Calif.

THE JOHN HARVEY LEATHER CO., 327 Arch Street, Philadelphia, Pa.

Representatives: Leonard Lewis, I. Lippman.

Phillips-Beale Co.
New York, N. Y.

Room Numbers: 1215-46

Phillips-Premier Corp.
Boston, Mass.

Room Numbers: 933-34

On display: "Norzon" suede fabric; "Fabrilite," and elk simulation of "Vinyl" coated fabric by Dupont. Complete line of lining and outside shoe fabrics including linens, cottons, polka dot effects, etc.

Representatives: Messrs. Phillips, Davidoff, Steen, Tishler and Bergman.

Raymik Shoe Fabrics Co.
New York, N. Y.

Room Number: 1022

On display: Butcher linens; failles, denims; monks cloth; terry cloths, for playshoes. Also print fabrics; satins, corduroy, and an imitation leopard cloth for slippers.

Representatives: Michael Schlansky and Morris Edwab.

Respro Inc.
Cranston, R. I.

Room Number: 1102

On display: "TUFSTA": Cotton base reinforcing material; "RESPROID": Vamp and quarterlining with a plastic surface coating; "DURAKALF": 1100 series and 3000 series which are pyroxylin vamp and quarterlinings with a high luster finish; "DURAKALF": 135-E series vamp and quarterlining in dull or transparent gloss finish; "RESKRAF": Fabric base heavy pyroxylin coated socklining; "W" SERIES: Fabric base socklining pyroxylin coated; STYLES No. 2620 and No. 2630: Impregnated paper and pyroxylin coated socklining and heel pad material; "RESKID" No. 1: Leather fiber paper base pyroxylin coated socklining material; RESPROID 1000: Socklining material made with a "Tufsta" base and a plastic coating.

Representatives: J. E. Manion and H. H. Smith.

Rhinestone Creations
Philadelphia, Pa.

Room Number: 1001

On display: Cut steel beads on vamp; rhinestones on vamps and heels.

Representative: Ralph Schwartz.

The Riker Co.
East Orange, N. J.

Room Number: 938

On display: Buckles.

Chas. I. Rockmore, Inc.
Brooklyn, N. Y.

Room Numbers: 1245-1246

On display: New full line of textiles for shoes and bags.

Representatives: Chas. I. Rockmore, Wm. M. Taggart, Robert Bardon, Wm. Rushworth, H. I. Stewart, J. Schneider.

The Rockmore Co.
New York, N. Y.

Room Number: 1021

On display: Shoe and slipper fabrics including new washable rayon mesh for slippers and shoes.

Representatives: Louis and Martin Rockmore.

F. Ronci Co.
Centerdale, Providence, R. I.

Room Number: 1123

On display: Latest styles in shoe buckles and ornaments.

Representatives: Larry Albiniano, J. C. Henley, Harry Eisenberg, Jerry Burg, Samuel Ronci and Charles Lerner.

Rosemont Silk Co.
New York, N. Y.

Room Number: 1038

On display: Fabrics and braids.

Representatives: Hugo Leipniker and Nathan Shapiro.

Rubber Brokers, Inc.
New York, N. Y.

Room Number: 1029

Lawrence Schiff & Co.
New York, N. Y.

Room Number: 919

Schiff Ribbon Corp.
New York, N. Y.

Room Numbers: 917-918

On display: Narrow fabrics; ribbons, reinforced woven-edge shoe bindings; woven

narrow braids. Featuring a new weave in $\frac{1}{2}$ " woven narrow braid, called "Pettyath."
Representatives: Irving Bondell, Edward Berkowitz, George Blum, George Gutjahr, William Hall and Sidney L. Schiff.

Seaton Sales
Boston, Mass.

Room Number: 920

On display: General line shoe fabrics; buckles; goring.

Representatives: Messrs. Fine, Steen and Seidel.

Shain & Co.
Boston, Mass.

Room Number: 939

On display: Shoe fabrics. Featuring nylon mesh in various colors.

Representatives: Messrs. Jack, Louis and Arthur Shain.

Elliot E. Simpson Enterprises
New York, N. Y.

Room Number: 1029

**Specify
THERMCO**

Half and Full Coating

FASHION FRONT

or

TOP LINE

Determines Good Shoemaking



THERMCO PROCESS COATING moulds the binding in to the top line which gives the shoe that indefinable good look that goes with good shoemaking.

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Belmont-Plaza Hotel • New York City

MARCH 5th to 8th ROOM 916

THERMCO PROCESS COATING

THERMCO PRODUCTS CORP.
Quakertown, Pa.

William Skinner & Sons
New York, N. Y.

Room Number: 901

On display: Fabrics for shoe, slipper and handbag exteriors; also linings; including a silk face and a rayon face cotton back satin; an all rayon satin; a silk and cotton faille; rayon and cotton failles; and a new silk faille with a cotton filling.

Representatives: Frank D. Meade, Wilfred R. Proud, and Thor B. Gustafson.

Snyder & Weinstat Stylists
Richmond Hill, L. I., N. Y.

Room Number: 1128
Shoe Styles.

Stedfast Rubber Co.
Boston, Mass.

Room Number: 940

On display: Quarterlinings; reinforcing; sockbinding; doublers, etc.

Sterling Last Corp.
New York, N. Y.

Room Numbers: 1045-1046

On display: Newest fall collection of fashion lasts.

Representatives: Frank Dietz, John Laycock, Bill Loewer, Walter Reed, Arthur Serling and David Serling.

Thomas Taylor & Sons
Hudson, Mass.

Room Number: 1125

On display: Elastic shoe goring; shoe laces and braided specialties; including a new "Glovotex Shugor."

Representatives: Ralph A. Parker and Edward H. Bryant, Jr.

Texon, Inc.
South Hadley Falls, Mass.

Room Number: 1006

On display: Innersole material.

Theise Bros. Co.
Boston, Mass.

Room Numbers: 1233-34

On display: Shoe laces and fabrics for linings and outsides; shoe buckles; featuring a new patented process printed fabric quarterlining material.

Representatives: Fred and Russell Theise and Summer Shapiro.

Thermco Products Corp.
Quakertown, Pa.

Room Number: 916

On display: Coated shoe binding for French cording.

Representatives: Lester E. and Mortimer S. Schiff.

Union Bay State Chem. Co.
Cambridge, Mass.

Room Number: 902

On display: Improved sole attaching adhesives plus complete line.

Representatives: Geo. J. Atchue, J. Atchue, and William Herlihy.

United Last Co.
Boston, Mass.

Room Numbers: 1144-45-46

On display: Lasts.

Representatives: A. C. Bentley, T. J. Giblin, C. D. Holmes, G. O. Johnson, C. F. Schieber, R. J. Holmes and J. F. Herbin.

United Shoe Ornament Co.
Providence, R. I.

Room Number: 927

On display: Shoe ornaments.

Alfred Vamos, Inc.
New York, N. Y.

Room Numbers: 1133-1134

On display: "Lastex" shoe fabrics.

Representatives: Andrew and Alfred Vamos.

Venus Art Embroidery Co.
New York, N. Y.

Room Number: 921

On display: Embroidered uppers; applique designs, nailhead work; attached bow treatments; open work designs. Also new applique treatments stitched and nailheaded, bow treatments with embroidery which will be embroidered onto the upper.

Representative: William Rosner.

E. E. Weller Co.
Providence, R. I.

Room Number: 1027

On display: Buckles.

Wilner Wood Products Co.
Norway, Maine

Room Number: 1025

On display: Wedge heels; cork platforms.

Representative: Joseph Bailey.

Windram Mfg. Co.
So. Boston, Mass.

Room Number: 1004

On display: Combined and coated shoe fabrics; backing cloths; nonfrays.

Representatives: Thomas Martin and F. N. Kite.

Sam Yellin
New York, N. Y.

Room Number: 903

On display: Shoe styles for fall.

Representatives: Samuel Yellin and Mrs. Frances Yellin.



Visit us at the
WALDORF ASTORIA SHOW

BOOTH No. 90

Featuring

BERKSHIRE®

Mellow Tanned Sides

Complete line in current shades including both smooth and washable finishes.



Brushed Leathers

Complete line of brushed leathers in all popular shades for Fall 1950 for Men's, Women's and Children's shoes and personal leather goods.

J. LICHTMAN & SONS
NEWARK 5, N. J.



THIS WAY FOR FALL

STOP
AT THE
ALLIED PRODUCTS
SHOW
FOR

NEW STYLES

NEW IDEAS

NEW FABRICS

NEW LASTS

NEW SOLINGS

NEW ORNAMENTS

NEW PRODUCTS

NEW PROCESSES

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NEW YORK CITY

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Leather Pigment Finish Co., Inc.

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NEWARK 5, N. J., U. S. A.

Manufacturers of

*Unsurpassed Leather Finishes
for the Entire Leather Industry*

Since 1928

- * Mellowness
- * Brightness
- * Flexibility
- * Uniformity

All of the Above-Mentioned Characteristics are Found in Our Finishes

For export we have concentrate and concentrated extra pigments and finishes.

Para exportacion tenemos el concentrado y especiales colores y aprestos concentrados

*A Trial Will Give You
Conclusive Results*

DEWEY A. SEIDEL Co. Inc.

BROKERS IMPORT CABLE DEWEY BOSTON EXPORT MERCHANTS

HIDES

Bull — Steer — Cow — Kip — Calf
Bellies—Shoulders—Croupions—Gluestock

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SHEARLINGS

Raw: Mouton & Lining Selections
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Raw-Pickled-Semi-tanned Wild-Domesticated Fronts-Butts Far Eastern-Indian All Types

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"OUR FOREIGN AND DOMESTIC SOURCES ARE THE BEST"

Leather Show Exhibitors

(Continued from Page 54)

Suede lamb linings in Mocha, Waterlily, grey, dark grey and dark Mocha; black sueded kid; sueded lining kid in Mocha, Waterlily, grey, dark grey and dark Mocha; glazed lining kid in Mocha, waterlily, grey, blue, green, pink, dark Mocha and dark grey; bag leather in black Cape, Pepper Green, Town Brown, Cherry Red, Cape, brown and black suede; garment leather in Marrona, beige, buck, red, green, henna, Powder Blue, Kola Brown, Tangerine and Pearl Grey suede; Seal Brown and Walnut Brown grain goat.

In attendance: Arthur A. Hamel, George E. Hamel, Robert B. Boyd, W. Milton Haynes, Thomas E. Newman, William G. Blain, Carson A. Stiles, James J. Connor, Henry L. Steskel, George W. Newman Jr., G. T. Leavitt, John L. Leavitt, John G. Freeman, John T. Quinn and P. A. Hebert.

Thomas B. Harvey Leather Co. (13)

Suede kid in black, white, brown, Admiral Blue and Parkway green; Cognac Brown, Cinnabar, Slate Grey, Claret Red, Maple Brown and Copper-tone; also colored kid linings.

In attendance: Thomas B. Harvey, Curtis Harvey, William Garver, August Bischoff, Thomas Hartnett, Harry Hoppin and Lawrence Pelzer.

Hebb Leather Co. (18)

Linings in all standard colors; upper leathers—dress and leisure in Cherry-stone, Redwood Brown and Saddle-tone; suede splits in Admiral Blue, Balenciaga, black, and other popular colors; chrome retan sole splints; natural barktanned kips for tooling and craftwork; Glove Hide for unlined casuals in popular colors.

In attendance: George S. Hebb Sr., Seiden E. McKown, George S. Hebb, Jr., Frank W. LaBrache, Walter L. Sweeney and Guy T. Creese.

Hecht Leathers Corp. (50)

Reptile leathers of every description.

In attendance: William Baumgart, Emil Maier and George Brenner.

Melvin Henkin Inc. (24)

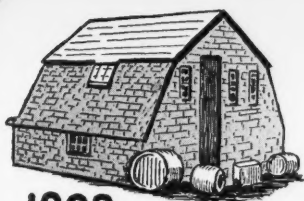
Suede kid in black, Cafe Brown, Admiral Blue, Claret Red, Maple Brown and Turfgreen; smooth leather in black, Admiral Blue, Cherry Red, Parkway Green and Cafe Brown; lining kid in all colors; Shoe Cape in Burgundy, Blue, Red, Brown and Green; Gold and silver leathers; domestic alligator.

In attendance: Melvin Henkin, Mortimer Sokol, Louis Halle, Paul Mont and G. D. Madonna.

Hiteman Leather Co., Inc. (55)

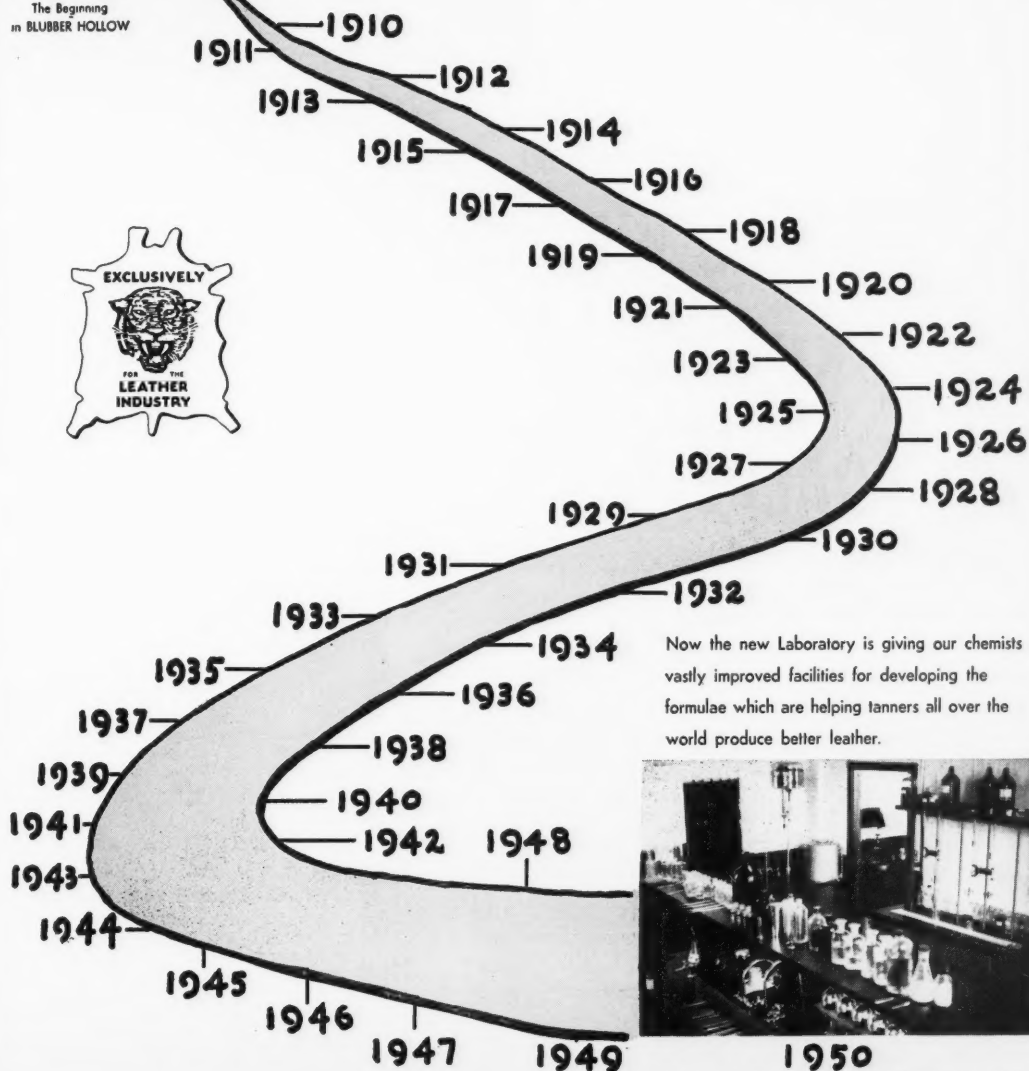
Full grain chrome calf leathers in black and colors, men's and women's weights; also a line of men's slipper leather in black and colors.

In attendance: George J. Hiteman, Ralph E. Toye and Chas. R. Williams.



1909
The Beginning
in BLUBBER HOLLOW

We have traveled a long distance since 1909, when two ambitious boys started making Tanners' Oils and Fat Liquors in this tiny building in Blubber Hollow.



Now the new Laboratory is giving our chemists vastly improved facilities for developing the formulae which are helping tanners all over the world produce better leather.



1950
The New Laboratory - still in BLUBBER HOLLOW

EXCLUSIVELY FOR THE LEATHER INDUSTRY

SALEM OIL AND GREASE CO
IN BLUBBER HOLLOW SALEM MASS

NICK BEUCHER, JR.

JOHN LINDQUIST

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Special and Regular Selections
Packer and Country Hides and Skins
Horsefronts — Horsebutts — Hogskins

Horween Leather Co. (153)

Black and colored Chromexcel calf; Vegetable-tanned "Timber Tan" calf in black and colors, men's and women's weights; Shell Cordovan butts for shoe and specialty trade; Chromexcel dress sides.

In attendance: Arnold Horween, Rudolph Correll, Harold G. Kaye, Dorothy Davies, R. K. Barnes, A. Ely, Frank Seimetz, John A. Barnes and A. Luncan.

E. Hubschman & Sons (166)

Black and colored calf leather for women's shoes in Admiral Blue, Cherry Red, Parkway Green, Turftan, Cafe Brown, Cognac Brown, Brown Cordo, Claret Red, Green Pepper, Golden Wheat, Playred and Turftan; black suede; men's colors in British Tan, Tawny Tan, American Burgundy, Cherrytone and Cordova Brown.

In attendance: Milton Hubschman, Edward Young, David Kohn, Robert Slattery, Robert Slattery Jr., Joseph Flaherty, Pearce Titter, H. C. Korn-doerfer, F. J. Kelley and A. Heusing.

Hunt Rankin Leather Co. (197)

Velvetta suede calf for women in Cafe Brown, Admiral Blue, Slate Grey, Maple Brown, Coppertone, Parkway Green and black; Infanta calf for women in Admiral Blue, Cafe Brown, Cognac Brown, black and white; Bucko calf for women in Cafe Brown, Parkway Green, Admiral Blue, Slate Grey, Maple Brown, Coppertone, black, white Wheat and Brown Cordo; Bucko calf for men in Prairie Brown, Forest Green, Admiral Blue, Slate Grey, Desert Copper, Saddletone, Burgundy, white and black.

In attendance: Walter D. Ziegler, Philip K. Pearson, James J. Lenahan, Herbert Meehan, John E. Graham and J. C. Stroope.

Irving Tanning Co. (185)

Irvtan Elk and smooth side leather and Irvalex in all women's fall colors; Unique in all men's colors for fall.

In attendance: Max Kirstein, J. J. Caulfield, S. L. Stockman, B. T. Rogers, August Boss, James McCarthy, Milton Salomon, William Sandbank, J. C. Henley, W. A. Hartwig, Robert O. Bardon and John G. Mahler.

I. M. Kaplan, Inc. (171)

Elk and smooth side leathers in Admiral Blue, Cherry Red, Cognac Brown, Cafe Brown, Playred, Golden Wheat, Parkway Green, Smoked and Burnt Copper; Printed calf and kips in Playred, Balenciaga, Brown Cordo, Claret Red and Turftan.

In attendance: I. M. Kaplan, Robert Winston, Eliot Kaplan, Dwight Kennedy and Hy Kaplan.

Kirstein Leather Co. (140)

Complete line of smooth and elk leather, all weights, in kips and extremes and sides, comprising official colors for fall suitable for men's and women's shoes; suede linings and flexible splits in all weights and colors.

In attendance: David Kirstein, Daniel Turkans, John Finegold, Ed. J. Harrigan, Earl C. Cookman, Charles Ulrick, Wm. H. Diamond, J. C. Stroope, Edward Perry and Messrs. Biron and Kahn.



QUEBRACHO EXTRACTS

SOLID
STANDARD BRANDS
CLARIFIED — ORDINARY

LIQUID
"SM"
"SMS"

POWDERED
"PUREX"
"SMS"

PLANTS: NEWARK, N. J.—PEABODY, MASS.

WATTLE BARK and SOLID WATTLE EXTRACT

Also other Tanning Extracts and Raw Tanning
Materials from all parts of the world

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MANGROVE and VALONEA
EXTRACT

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NEW YORK 17, N. Y.

FINE LEATHERS

LININGS Kips, Extremes & Sides.

UPPER LEATHERS
For Dress and Casual Shoes.

SPLITS Suede for uppers and linings—Chrome Retan Sole—Bark
Tanned Innersole.

TOOLING LEATHERS
For Craft and Specialty Work.

GLUV-HIDE
A distinctly new glove-type leather in all popular colors for
casual shoes.

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SERVING AMERICAN FOOTWEAR

for durable beauty . . .

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AGENTS

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St. Louis, Mo.

Griess-Pfleger & Co., Inc.
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Cincinnati 10, Ohio

Pacific Hide & Leather Co.
718 E. Washington Blvd.
Los Angeles, Calif.

Simon Tannenbaum
100 Gold Street
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The Griess-Pfleger Tanning Co.

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Waukegan, Ill.

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worth the difference

SLATTERY BROS. TANNING CO.

210 South St. Boston 11, Mass.

IRVTAN
LEATHERS

*Sides * Splits*

Korn Leather Co. (4)

Elk and smooth leathers in sides, kips and crops in white, black and popular colors, all weights for men's, women's, children's and casual type shoes; complete line of slipper sole splits, work shoe splits, gussets, suedes, linings, garment, chrome sole, retan sole and glove splits.

In attendance: Harry Salloway, Ben R. Simons, Al Chalek, James H. Morrow, William L. Hall, Alfred G. Schwab, M. Farkash and Victor W. Heartel.

Kroy Tanning Co. (42)

Chrome linings in grey, beige, waterlily, black and brown; pastel chrome lining in blue, green and pink; vegetable linings in grey, green, blue, black, white and pastels; calf finished sheep smooth; saddle lambs in tan and ox-blood; novelty leather in various colors and grains.

In attendance: Edward M. Newburgh, Irving Gushen, George Gushen, Henry J. Richards, George E. Hymrod Jr., Walter E. Hardtke, Roy E. Frank, E. C. Farrell, L. Chase Kepner, Kenneth Kepner and Jerry Rapps.

A. C. Lawrence Leather Co. (82-83-84)

(Calfskin Division) Men's Duro (smooth); Beverly Grain (3-way boarded) in Brown Oak, Redwood Brown, Barkbrown, British Tan, black; Tweed (for brogue types) in Reddish Tan and British Tan; Women's Moda in black, white, Turftan, Maple Brown, Cafe Brown, Claret Red, Cognac Brown, Admiral Blue, Parkway Green, Cherry Red, and Brown Cordo.

Sheepskin Division

Barilla in grey, black, white, natural, Fawn, Waterlily, brown, grey; colored linings in russet tan, black, Bermuda, Fawn, Waterlily, brown, grey and tan; Reverse linings in Fawn, Waterlily and grey; Lawro Slipper in black, red, Royal Blue and White; Playshoe in black, white, Cherry, Army Russet, Wine, yellow, blue, red and green. Shearling Division—Nutans for slippers and garment linings; barks for slippers and vests, Lawotan (Mouton) for garment collars and boot cuffs in logwood, Beaver, dark grey, silver grey, and Nutria; Electrified colors for slippers in red, wine, Royal Blue, pastel blue and pastel pink; whites for novelties and linings; Capelt for slippers in Turftan, wine, walnut, red, Royal Blue, Chestnut, pastel blue, pastel pink and white; Colored backs for slippers in red, wine, blue and brown.

Side Leather Division

Gun Metal in black, Admiral Blue, Cherry Red, Cognac Brown, Turftan, wine, Cordovan, Cafe Brown and Parkway Green; Hikon in black, Camel, Army Russet, Cognac Brown, Cinabar, Golden Wheat, Playred, white, Green Pepper and Irish Green; Nubuck in white; Keena in Golden Sunset, British Tan, black, Brown Oak, Manhattan Brown, new Reddish brown, Cherrytone and Cordovan; Diamond patent leather in black, Buttercup, Sardonyx, Claret Red, Navy,

Frosted Strawberry, Misty Grey, Parkway Green, Cafe Brown.

In attendance: R. L. Winans, W. H. Merchant, R. J. Mellin, S. N. Nectow, J. T. Johnson, A. V. Rice, H. J. Somers, S. A. Spaulding, S. Palmer, A. W. Hunt, W. C. Abbott, C. L. Cotton, R. F. Goodspeed, N. L. Gerrish, C. F. Smith, T. J. Moore, A. A. Burnett, E. W. Wenzel and A. R. Tandy.

Leach-Heckel Tanning Co. (14)
(See Colonial Tanning Co.)

G. Levor & Co., Inc. (39)

Kidskin: white glazed; Flexy in white, black, Cafe Brown, Admiral Blue, Cabretta: glazed and suede in white, black and colors; Calfskin: smooth and boarded, white, black, Cafe Brown, Admiral Blue.

In attendance: Samuel Rothschild, Frank H. Miller, Sig Cohen, G. Alan Rothschild, Robert Rothschild, Geo. Newman Jr., Thomas Newman, Clifford O. Miller, George Platt, J. T. Johnston, Chandler S. Lowell, Pearce Titter, Walter Titter, Sol Leventer, A. A. Wakeford, R. L. Stiles and John D. Mahler.

J. Lichtman & Sons (90)

Introducing Berkshire mellow tanned sides in current shades, including smooth and boarded washable finishes; exhibiting a complete line of "Swagger Buk" brushed leather in all popular shades for fall, 1950, for men's, women's and children's shoes and personal leather goods; full grain and corrected lining sides; ooze, finished, retan and flexible splits.

In attendance: F. C. Atkinson, O. B. Dahm, Eugene Dellinger, C. Roy Fisher, Joseph Gross, Cecil Lichtman, Fred J. Lichtman, Jules Lichtman, Robert Lichtman, George W. Newman, Jr., Thomas F. Newman, Ole Rosenquist and Al Tandy.

Lincoln Leather Co. (48)

Smooth leathers for Women's shoes for fall, 1950, as follows: Town Wear—Admiral Blue, Cherry Red, Parkway Green, Turftan, Cognac Brown; Casual Wear—Green Pepper, Golden Wheat, Played, Turftan, and Copper Rust.
In attendance: Philip Finkleman, I. R. Finkelman, A. Finkelman, and Saul Katzman.

Loewengart & Co. (23)

From Mercersburg Tannery Division: Vegetable-tanned sides, E.I. tanned goatskin, vegetable and chrome-tanned buffalo calf, pigskin vegetable and chrome tanned deep buffs, flexible inner sole splits—for shoe, handbag, luggage and small leather goods trades. From Eastern Tanning Division: Suede kid, slipper kid, lining kid, and gold and silver kid. These leathers will be featured in all fashion colors.

In attendance: Arthur Loewengart, Sol Loewengart, Theo Loewengart, Julius Loewengart, Max James, Richard Loewengart, Herbert Schwarz, Kenneth Fox, George H. Curtis Jr., Willis Altenderfer and Walter E. Lewis.



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Hermann Lowenstein, Inc. (154)

Black, white and all new fall colors in Gamuza and Gama Suede calf in lined and unlined weights for women's shoes; Technical in black and a full fashion color range; black and colors in Gama suede calf in all weights for men's shoes; genuine white buck—jacks and Chinas.

In attendance: Rudolph Correll, Harold G. Kaye, R. Kingsley Barnes, Herbert A. Bohren, John A. Barnes, Dorothy Fox Davies, Frank Seimetz, Alexander Luncan, DeForest Bush and August Ely.

Malis Leather Co. (144)

Suede Gloria kid in black, blue, brown and white; Glazed Gloria kid in black, red, Burgundy, Army Russet, blue and green; Garment goat and sheep.

In attendance: Simon S. Malis, Lawrence L. Malis, Felix Levenbach, Dave Davidoff, Dave Henwood, Walter Meyer, Carey Korndorfer, Jim Brennan and Stuart Liebman.

Marcus Forscher & Co. (143)

Genuine white buck—Jacks and Chinas; Marigold suede calf in black, brown, blue and outstanding fall colors; Marigold suede kid in black, brown, blue and outstanding fall colors.

In attendance: Milton H. Lewin, Sidney Lewin, Arnold Kinckner, Harry Gruenstein, Alfred G. Schwab, George E. Morris, Russ White, Dave Davidoff and Robert Davidoff.

McNeely & Price Co. (19)

Black, white and colored suede kid; black and colored glazed kid, slipper stock, linings, white crushed kid and genuine reptiles.

In attendance: Walter C. Koenig, George H. McNeely Jr., C. J. McNulty, George F. Peterson, Louis Bergman, Jack Brookhouse, John E. Graham, Jack Graham, Fred C. Wagner, Geo. E. Hymrod Jr., H. T. Tankersley, Tom Jones and J. A. Hess.

Merrimack Leather Co. (150-A)

Side upper leather for casual wear in Admiral Blue, Cherry Red, Parkway Green, Turftan, Green Pepper, Golden Wheat, Cinnabar and Playred.

In attendance: Edward J. Barry and Frank B. O'Neil.

W. Milender & Sons (193)

Elk and smooth side leather in repeated colors as well as new fall colors; quarterlining sides; quarterlining splits; vegetable tanned shoulders for strap sandal shoes.

In attendance: Louis Milender, Sumner N. Milender, Charles H. Milender and Jacob "Buck" Freeman.

Monarch Leather Co. (135)

Smooth side leathers for women's Town Wear in Cherry Red, Parkway Green, Turftan, Cognac Brown, and for Casual Wear in Golden Wheat and Playred; Smooth side leathers for men's shoes in British Tan, American Burgundy, Cherrytone, Natural Tan, Cordova Brown; Grained Leathers in Golden Harvest; Brushed Leathers in Forest Green and Slate Grey.

In attendance: W. B. Eisendrath, M. J. Barr, W. J. Burmester, George E. O'Brien and Leo J. Powers.

Murray Leather Co. (180)

Murmoc in Army Russet, green, natural, red and wine; Elk and smooth sides in Army Russet, black, green, red, Turftan, Town Brown, wine, white, light smoke and Golden Wheat; Bag and Pocketbook leather in black, blue, and brown; Splits and black suede, blue and brown suede; black Ruffles, work shoes, linings; also black patent leather.

In attendance: James S. Murray, James H. Murray, James F. O'Connor, William H. O'Connor, Benjamin C. Hill, Henry L. Freyer and Geo. E. Hymrod Jr.

R. Neumann & Co. (186)

Women's leathers: Alligator and Hornback reproductions, aniline glazed finish in all Town and Casual colors; calf and buffalo; various simulated grains in all Town Colors on calf and buffalo; Elk type "Lush Finish" kip and side leathers for Casual shoes in lined and unlined weights; genuine ostrich and sealskins for Town Wear shoes. Men's leathers: Smooth "Lush Finish" kid and side leathers; grained leathers in staple and novelty effects; genuine sealskins for moccasin and street type shoes; aniline glazed alligator reproductions for whole shoes or for combination with brushed leathers.

In attendance: Philip G. Bernheim, Richard Bernheim, Max Kornreich, Abe Lewis, Leslie Smith, Al Barci, Angelo Cavadini, Eugene C. Farrell, Roy Frank, Arthur Karow, Walter J. Meyer, Paul E. Gardent Jr., and Robert J. Clements.

Northwestern Leather Co. (165)

Workshoe Retan "Kitchener" in brown, black and natural (5-5½ oz.); Workshoe Elk in black and brown (5-5½ oz.); Sport Elk "Sootan" (large spread); "Elko" (small spread)—all in various colors. Slipper Sootan in red, blue, brown and burgundy (LM weight); Smooth leathers: (Combination Tannage): Tamarac, Mackinac, Smooth Pac, in various colors. Printed Leathers: "Tartan Pac," "Essex Pac" and "Sussex Pac"—in various colors. Softy Leather: "Tanac"—in various colors. Lining splits in various colors.

In attendance: T. L. Tewksbury, H. M. Shaffer, R. M. Fisher, R. L. Pope, Jr., F. A. Harding, Jr., A. R. Mueller, C. R. Kilham, G. T. Leavitt and John Leavitt.

The Ohio Leather Co. (130)

Women's Kafforite colors in Admiral Blue, Cherry Red; Parkway Green, Turftan, Cafe Brown, Cognac Brown, Claret Red, Brown Cordo and Jill Hetta; men's Luxor calf in British Tan, Tawny Tan, American Burgundy, Brown Oak, Redwood Brown and Saddle tone; Embossed calf in alligator and lizard grains in the approved colors, both men's and women's.

In attendance: F. H. Becker, R. H. Ewe, R. R. Simpson, L. J. Petrie, Carl Childs, J. F. Murphy, G. H. Mealley, C. Lowell, S. A. Rawson, J. T. Johnson, P. Schwartz and Wilson Moseley.

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Overseas Commerce Corporation (70)

Genuine reptile leathers in all official colors for spring and fall, 1950.

In attendance: Bernard Michlin, Bernard Abram, Helen Polsky and Dan Eisenberg.

Paris Leather Co. (47)

Combination tan in aniline finishes; chrome elk and smooth sides in pigment and semi-aniline finish; splits; luggage leather.

In attendance: Harry C. Lutes, John A. Lord, Carl Lovgren and Joseph Ambrose.

Pfister & Vogel Tanning Co. (51)

Side upper leathers in Playshu, Peeve, Velours, Pfisterski, Ski Grain, Chrome Waterproof, Nimrod, Diana Wiscona, Mocco, Elk, Econo, Zenith and Juvenile.

In attendance: Erhard H. Buettner, C. F. Tarbox, F. A. Lyons, P. E. Leichti, C. A. Stiles, G. O. Wales and J. R. Olson.

Fred Rueping Leather Co. (61)

Tomahawk, Pawnee, Kin Kin, Kanakee, and Mohawk in all the popular fall shades.

In attendance: C. F. Van Pelt, Walter Schroeder, R. L. Jensen, R. C. Lang, C. F. Floyd, F. J. Fitzpatrick, F. Gould and E. J. Sweeney.

Seton Leather Co. (25)

Black and fall shades of patent leather; Duro in all fall shades; white Zephyr Buck; our new Verona soft glove type leather.

In attendance: Morton S. Stern, Joseph C. Kaltenbacher, Richard S. Kaltenbacher, David Murphy, Jerry Davis, Arthur Karow, Vogel Helmholtz, J. J. Connor, Harry Steskel, Joseph E. Aylor, John E. Graham and Gene Farrell.

Shrut & Asch Leather Co. (11)

Suede kid in Maple Brown, Copper-tone, Claret Red, Cafe Brown, Parkway Green, Slate Grey, Admiral Blue, Playred, Turfgreen, Cinnabar, Miami Blue and black; glazed kid in all colors to match suede. Also glazed kid for slippers in Golden Brown, Burgundy and blue; kid linings in all popular shades.

In attendance: George Shrut, Mark Asch, E. W. Bidwell, Arnold Cope.

Sigma Leather Mfg. Corp. (32)

Gold and silver on kid, cabrettas, sheep and skivers.

In attendance: S. W. Simon, Ludwig Hess, Henry Berkowitz, Karl Mayer, Walter Simon and Rudolf Reider.

S. W. Simon Leather Co., Inc. (32)

Suede leathers in Cafe Brown, Parkway Green, Admiral Blue, Slate Grey, Claret Red, Maple Brown (Balenciaga), Coppertone, Playred, Turfgreen, Cinnabar and Miami Blue.

In attendance: S. W. Simon, L. Hess, Henry Berkowitz, Karl Mayer, Walter Simon and Rudolf Reider.

Surpass Leather Co. (52)

Black, brown and blue glazed kid; black and brown glazed kangaroo,

black, white, blue and brown suede kid; kid linings, in various colors.

In attendance: Harold Connott, H. H. Hegeler, Dan Hickey, H. E. Bohren, DeForest Bush, R. A. Farley, T. W. Smith, R. A. White, Raymond White, Lauriat Lane, J. Leo Larkin, and Chas. Lougrey.

Tan-Art Company, Inc. (139)

Suede kid in white, black, Cafe Brown, Parkway Green, Green Pepper, Miami Blue, Admiral Blue, Dress Blue, Balenciaga, Claret Red, Coppertone, Misty Grey, Slate Grey, Promenade Brown, Taupe, Nutmeg, Coppa-gold, Playred, and Kola Brown.

In attendance: (See G. Levor & Co. Inc.)

Albert Trostel & Sons Co. (157)

Wapiti in white, Sahara, brown, Cocoa Brown, Copper Rust, green, Admiral Blue, wine, Red Flame, red, Shu-glove, black and Laguna; Tuxedo in Army russet, copper Brown, Cocoa Brown, green, wine, Red Flame, Admiral Blue, red, Army Russet, Garrison black and Laguna; Zebu and Paratroop. Vegetable Antiquity in Boulevard Tan, Cordovan, natural, blue, red, wine, brown and Sunburst; Blizzard in Town Brown.

In attendance: Albert O. Trostel Jr., Everett G. Smith, Robert W. Kasten, Thomas C. Kelley, Leonard Campbell Jr., W. R. Lotz, T. L. Tewksbury Jr., G. E. Erickson, Wm. D. Taylor, Paul R. Wanvig, Dwight Kennedy, Leo H. Buse and Horace H. Beaven.

Verza Tanning Co. (115)

Buck kid sides in white and black; Admiral Blue smooth sides; Smooth Kip sides in Turftan, Town Brown, Cognac Brown, Army Russet, Burgundy, Lipstick Red, Dartmouth Green, Parkway Green; suede splits for uppers in black, brown, white and blue.

In attendance: Louis Verza, Arthur Buckley, Ralph Alley, Meyer Balcan, Arthur York, Raymond Thayer, Edward Vollbrecht, Jr., Paul Gerwin, Russ White and Albert Baum.

R. J. Widen Co. (11)

Dudemoc cowhide for ladies' handbags in all colors; Stratford cowhide for wallets in all colors including pastels; Windsor cowhide for wallets in all colors including pastels and Sierra, multitone cowhide for wallets and novelties.

In attendance: Robert J. Widen, Peter J. Widen, William Widen, Thomas Hayes, Albert L. Johnson, J. E. Reich, and Kenneth Kepner.

Winslow Bros. & Smith Co. (162)

Full chrome linings in a complete range of colors including pastel, black and white; vegetable linings to match chrome colors; sueded lambs both chrome and vegetable; white chrome outside leather for playshoes and baby shoes; shearlings in electrified colors; chrome and vegetable natural finish and embossed.

In attendance: E. C. Martin, Arthur Foster, Arthur Veitze, Bayley Baker, Joseph Cataldo, Earl Cookman, Ray Shaw, Neil Griffith and C. G. Allen.



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Richard Young Co. (37)

Genuine white Jack and China buckskins; glazed black kangaroo, Texas Tan and Cordovan brown kangaroo; white suede kangaroo—in both men's and women's weights. Kips in colors and black. Rychrosuede, Smooth Cape and Crushed Cape lambskins; Saddle aniline and calf finished lambskins, Rychrome and vegetable lambskin linings—in new colors for fall for women's shoe uppers and handbags.

In attendance: Joseph J. Gill, Richard Young, Harold V. Chipman, Patrick J. Cooney, Benton W. Stewart, Raymond J. Larkin, Jerome K. Goebel, John P. Monahan, O. B. Dahm, Harold I. Stewart and Joseph R. Kueven.

Ziegel, Eisman & Co. (60)

Genuine Kangaroo in black glazed and popular colors; dull yellow-back genuine kangaroo; black suede kid and colored suede kid.

In attendance: Leo Goldsmith, Bernard Goldsmith, Ralph Colby, Stanley Schloss, and Frank Berry.

Side Leathers . . .

(Concluded from Page 28)

have showed little tendency to fall. Actually, buyer demand during this time continued better than anticipated. About mid-Feb., the big packer market suddenly firmed; well before side leathers had opportunity to develop pronounced price weaknesses. At the moment, there appears little prospect for prices to fall appreciably in the near future.

Best buyer demand has been evident in both top grade and cheaper tannages of side leather. Tanners report difficulty only in getting asking prices on the in-between grades. Here the competition is keen and buyers can afford to be choosy, shop around before placing orders. Heavy aniline types are widely wanted but the chrome-tanned regular finish leathers are not far behind.

In actual buying, heavy aniline extremes bring up to 56c with volume sales made around the 50c grades. There is a strong buyer demand for chrome-tanned regular finish extremes below 45c but these are not too easy to find. The same situation exists in large leather in grades under 40c. Corrected kips continue to bring 61c and down. Only work elk has found the going rather slow with tanners asking 54c and down. Prices here are nominal.

LEATHER and SHOES—February 25, 1950

SPOT News

Massachusetts

● **Belle Shoe Co., Inc.**, has been organized to manufacture shoes in Boston. Officers are Rhoda Cohen, president; Al Blacker, treasurer; and Morty Cohen, secretary.

● Involuntary petition in bankruptcy has been filed against **Leatherbury Shoe Co.**, Boston footwear manufacturers, it is reported. The company recently made a 15 percent cash settlement offer to creditors.

● **Silva Leather Corp.** has been organized in Boston to deal in cut soles at 9 Federal Court. Officers include Bertram A. Silva, president and G. W. Markell, treasurer. Directors are F. J. Watson and B. A. Markell. Watson was formerly associated with Watson Cut Sole Co. Markell is operator of B. A. Markell Leather Co., which recently moved from 70 Beach St. to 9 Federal Court, Boston.

● **Hoague-Sprague Corp.**, Lynn, has opened a sales office in Haverhill. Fred Allen will handle sales of paper boxes and cartons to the local shoe trade.

● Machinery and equipment of **Fleetwood Athletic Shoe Co., Inc.**, Boston footwear manufacturer, were sold recently at public auction for \$15,000, it is reported.

● Assignee's sales of assets of **Brockton-Maid Shoe Co.**, former Rockland manufacturer of women's and misses' Goodyear welt sports, brought \$9600, it is reported.

● **Daniel Shoe Corp.**'s plant in Lowell was recently purchased by A. L. Kleven, it is reported. The plant has not been operating for some time. Kleven is president and treasurer of Kleven Shoe Co., Spencer.

● **Shirley Shoes, Inc.**, has been organized to manufacture shoes in Haverhill. Officers include Kathleen J. Sparks, president; Reginald G. Scott, treasurer; and Nivette F. Laverdiere, clerk.

● **I. Brockman & Co., Inc.**, has been organized to manufacture shoe fabrics in Boston. Samuel Brockman is president, Alice A. Brockman is treasurer, and Alfred D. Bryan is clerk.

● **Standard Belt Co.** has been organized to manufacture leather belts in Chelsea. Rose Popovsky is president and treasurer, Maurice Rockwood is assistant treasurer, and Charlotte Popovsky is clerk.

● **General Shoe & Leather Co., Inc.**, has been organized in Haverhill to manufacture leather. Peter J. Tikelis is president; Chrisa J. Tikelis is treasurer; Nivette F. Laverdiere is clerk;

James E. Tikelis is assistant treasurer; and Nifadora J. Tikelis and Chrisa J. Tikelis are directors.

● **Hi-Grade Leather Co., Inc.**, has been organized in Massachusetts to deal in sole leather remnants in Brockton. Officers are Sabino Sinesi, president and treasurer; Sabino Sinesi, Jr., clerk; and Nunzia Sinesi, director.

New Hampshire

● **Franklin Leather Co.** is preparing to open a plant at Franklin. Approximately 25 workers will be employed at the start. Plans for opening had been delayed until the New Hampshire Water Pollution Commission made a decision stating terms under which wastes from the plant may be dumped into the Pemigewasset River nearby.

New York

● M. Milewsky of Wyncraft, Ltd., London, England footwear manufacturer, recently spoke on British shoe production at a meeting of the Superintendents' and Foremen's Assn. of New York. Milewsky is presently visiting the U. S. for two months to study production of California casuals. Wyncraft will soon start producing California casuals for the British market. During Milewsky's stay, he visited Knight Slipper Co., Brooklyn, and Annabelle Footwear, Bayonne, N. J.

● **Edward Goliger & Co., Inc.**, has been organized to deal in hides and skins in New York City.

● **Cedar Cliff Silk Co.** has moved to new quarters at 230 Fifth Ave., New York City. The firm was formerly located at 357 Fourth Ave.

● **Gard Footwear Corp.** has taken over larger facilities at 150 Liberty Ave., Brooklyn. The new set-up will enable the firm to boost production of hard-soled slippers from 500 to 1000 pairs daily. Anthony Raia is in charge of production.

● **Leamex Corp.**, New York manufacturer of luggage, small leather goods, handbags and belts, will celebrate its 10th anniversary on March 1.

● **Sterling Drug, Inc.**, New York City, has announced that its **Hilton-Davis Chemical Co.** division has named Canadye Corp., Hamilton, Ont., as exclusive Canadian representative for all dye-stuffs and intermediates to the leather, paper and textile industries.

● **Peters Bag and Novelty Co.** has moved to newer and larger quarters at 142 Fifth Ave., New York City. The firm was formerly located at 3 West 18th St.

● **The Ronel Novelty Co.** has been organized to manufacture wallet inserts and acetate windows for the personal leather goods field. Fred Rosenblum is owner and operator. The company will be located at 310 Fourth St., Brooklyn.

● **House of Luggage**, New York City, has announced a change of name to **Travel-Mate Leather Goods Co.** The firm manufactures leather

and leatherette vanity cases. Joseph Mattei is owner.

● **Supreme Leather Goods Co.**, Chicago has opened a new sales office at 358 Fifth Ave., New York City.

● **I. Miller & Sons** is now merchandising in its New York sales outlets a line of casuals manufactured by Joyce, Inc., of Pasadena, Cal.

● **Flamingo Sandal Corp.**, Brooklyn, is now producing a line of fine glove leather moccasins. Production is supervised by Anthony Longo.

● **I. Miller & Sons, Inc.**, Long Island City, have announced price reductions in various shoe styles, effective April 1. The company will cut prices from 50-75 cents per pair on whites, spectators, linens and shantungs. Irving Grossman, executive director of the wholesale manufacturing division, reports the cuts should make it possible to sell the firm's summer line at \$19.95-\$22.95 retail. The company recently added a new line of tailored types to retail at \$19.95 to \$21.95.

● **C. Tennant, Sons & Co.**, New York City distributors of alum products for the tanning and other industries, has issued three new Technical Data Sheets — Ammonia Alum, Potash Alum, and Aluminum Sulphate (Iron-Free). The sheets describe the high quality products manufactured in a new plant of Peter Spence & Sons, Ltd., English manufacturer of alums, and are available on request.

Pennsylvania

● **Guy Lee Leather Co., Inc.**, Philadelphia leather and findings wholesaler, has filed certificate of dissolution.

Washington, D. C.

● A sharp drop of some \$1,900,000 in value of exports of rubber footwear, soles and heels for 1949 from 1948 has been reported by the Bureau of the Census. Dec. shipments alone were valued at \$349,089 while

Nebraska

● **Union Pacific Railroad** will spend approximately \$23 million and employ 645 additional shop men in a freight car acquisition program to begin this Spring. The railroad is purchasing 1000 gondola cars and will build an additional 3000 cars in a program to center at Omaha, Denver and Grand Island.

Canada

● **J. A. Johnston Co., Ltd.**, Brockville, Ont., owners of the Reward Shoe Store Chain, have announced purchase of the **Movieland Shoe Shoppe Chain** of stores in South Western Ontario.

Missouri

● **James Lee Johnson**, prominent shoe manufacturer and vice president of International Shoe Co., St. Louis, is spearheading a drive to obtain \$1,110,000 to enlarge and improve Washington University's Rehabilitation Center. Funds obtained will be used to enlarge the center to three times its present size.

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● Imports of hides and skins during Dec. totaled approximately \$6,500,000, a gain of \$900,000 over Nov. and \$200,000 ahead of Dec., 1948, the Census Bureau reports. Semi-manufactured leathers exported in Dec. were valued at \$2,200,000, a gain of \$600,000 over Nov. but \$400,000 behind Dec., 1948.

Georgia

● Logue's, Inc., general merchandise retailer, has been incorporated under Georgia laws for the purpose of taking over stores now operated as Logue's Thrift Stores in Thomas-ton, Barnesville, Butler and Buena Vista.

Ohio

● Artcraft Leather Co., Cincinnati, has changed its name to Artercraft Products Co., according to Paul Drucker, owner. Drucker reports the change was made because of expansion of the business to include the manufacture and jobbing of handbags and women's luggage. The company also makes personal leather goods.

● Sachs Manufacturing Co., Cincinnati manufacturer of leather socks, has resumed production following a month's shutdown for the installation of new machinery.

Missouri

● Brown Shoe Co., St. Louis, has increased wholesale prices of misses' and growing girls' stitchdown shoes by 10c per pair, it is reported. The company's Buster Brown division recently made its first venture into television with a spot campaign in 13 cities. The campaign will be continued through the summer.

● International Shoe Co. will resume operations at its plant in Hamilton by April 15, according to company officials. The plant was recently closed down. Approximately 300 people will be employed to make women's instead of children's shoes as in the past. D. R. Gilliland, plant superintendent, and other supervisory personnel have been sent to other plants but will be replaced by new supervisors.

California

● An energetic attempt to encourage the location of shoe factories in the West was discussed this week at the fourth annual convention of the Western States Meat Packers Assn., held Feb. 21-23 in San Francisco. Some 1500 delegates and visitors from nine Western states heard plans to dispose regionally of the 2,500,000 hides produced annually by members of the Association.

Canada

● E. F. Drew & Co., Toronto subsidiary of Drew, Inc., New York, has leased 13,000 sq. ft. of space in the Ottawa-sponsored Ajaz industrial development east of Toronto. The firm manufactures a diversified line of chemicals for the leather industry.

(More Spot News Page 92)

PERSONNEL

▲ **Charles Paper** of the Wadena, Minn., Hide and Fur Co., and United Hide and Fur Co., Alexandria, Minn., has been appointed chairman of Region II of the National Hide Assn. **G. E. Grove**, Twin City Hide and Fur Co., St. Paul, was elected secretary; **Bud Davis**, Duluth Hide and Fur Co., publicity chairman. Region II includes Minnesota, Wisconsin and North and South Dakota.

▲ **Reinhold A. Lang** of Kitchener, Ont., has been chosen president and **P. L. Duggan** of New Toronto, Ont., vice president of the Tanners Assn. of Canada at Montreal.

▲ **Conrad Bodden**, formerly with United Shoe Machinery Corp., has joined the New York office of International Shoe Machine Corp. Bodden has had wide experience in high grade New York factories.

▲ Four new members were recently inducted into the Superintendents' & Foremen's Assn. of New York. They are: **Albert La Valle**, fitting room foreman at Mascioli Shoe Co., New York City; **Mike Schlansky**, salesman for Ramik Shoe Fabrics Co., New York; **Anthony Rabasca** for I. Miller & Sons, Inc.; and **Charles Femia**, fitting room foreman of Putterman Footwear, Brooklyn.

▲ **Jack Feldstein** has been appointed sales representative for Allied Citywide, Inc., (formerly Citywide Supply Co.) New York City, manufacturer of platform and other materials for the volume trade. He will cover the New York area.

▲ **Edward I. Rosen** is now style promoter for the Domestic Novelty Co., Newark, N. J., manufacturer of buckles for high priced shoes.

▲ **Leon Carlin** has joined Annabelle Corp. as sales coordinator. Carlin was formerly sales manager for Joannette Footwear and Knight Slipper Co.

▲ **Harry Persky** has joined Appleby Leather Goods Co., New York City, as New York and Chicago sales representative.

▲ **Hooker Electrochemical Co.**, Niagara Falls, N. Y., has announced the following changes in executive positions: **Hiram B. Young**, formerly superintendent of the Niagara Falls plant, is now works manager; **Frank W. Dennis**, formerly personnel director and employment manager, was named director of industrial relations for plants at Niagara Falls, Tacoma, Wash., and subsidiary Hooker-Detrex plants at Tacoma and Ashtabula, O.; **Leonard F. Bryant**, formerly assistant production superintendent is now plant superintendent; and **Walter B. Scott**, formerly assistant technical superintendent, is now technical superintendent.

▲ All officers of United States Shoe Corp., Cincinnati, have been re-

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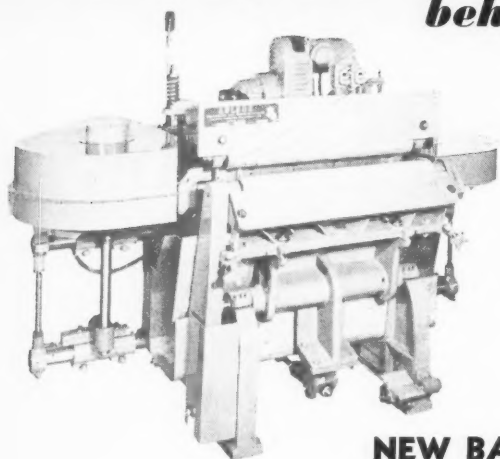


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elected. They are: **Joseph S. Stern**, chairman of the board; **A. B. Cohen**, president; **E. M. Daniels** and **Nathan Stix**, vice presidents; and **Alfred T. Woodward**, secretary-treasurer. Directorship was increased to nine members with Stix elected new member. **James A. Salinger**, son of the late Alvin Salinger, was elected to succeed his father.

▲ **James Foley** has been named to succeed Robert Ingram as sales representative for John Harvey Leather Co., St. Louis. Ingram resigned recently to enter the wholesale leather business. Foley is a brother of Clifford Foley, a director of Florsheim Shoe Co.

▲ **Charles Hoyt** is now sales representative in the St. Louis area for Morton Last Co., Cincinnati.

▲ **Col. Rollin H. Foster**, formerly with Modern Adhesive & Chemical Co., has rejoined C. L. Hawthaway & Sons Corp., Lynn, Mass., as an executive. He was general manager of the firm for 16 years before entering the Army in 1940.

▲ **Nathan Chait** has purchased the interest of Adolph Abramson in Advance Footwear Co., wholesalers of slippers and children's footwear in New York City. Chait will operate the firm as sole owner. Capital structure and assets of the company are reported unchanged.

▲ **Robert C. Nolting**, formerly associated with General Shoe Corp., has joined Prima Footwear Co., Columbus, as midwestern sales representative. Under a new arrangement, Nolting will cover the southern section of the Midwest territory, while **Ray Brooks** will handle the northern section. Prima recently completed expansion of plant operations.

▲ **Alfred E. Greene** of Emil Buschoff & Co., has been re-elected chairman of the Hide, Skin & Leather Division for the United Jewish Appeal of Greater New York. Associate chairmen are Arthur Loewengart of Loewengart & Co., Aaron Chlewich of Chlewich Sons & Co., and Sigmund Farkash of S. Farkash, Inc. Maxwell L. Perlstein of Perlstein Bros. is vice chairman of the Sole Leather Group and Herbert J. Gruskin of American Kid Co., Inc., is vice chairman for the Kidskin Leather Group. Morris Joffe of Fleming-Joffe, Ltd., is vice chairman of the Reptile Leather Group while Lothar Adler of Eagle-Flagg Tanning Corp. is general vice chairman.

▲ **Wills Engle** has been named sales representative in St. Louis for Gilbert Freeman, Inc., Boston fabrics manufacturer.

▲ **Harry R. Levy** has been named sales representative for Golden Leatherboard Co., Haverhill, Mass. manufacturer of platform materials.

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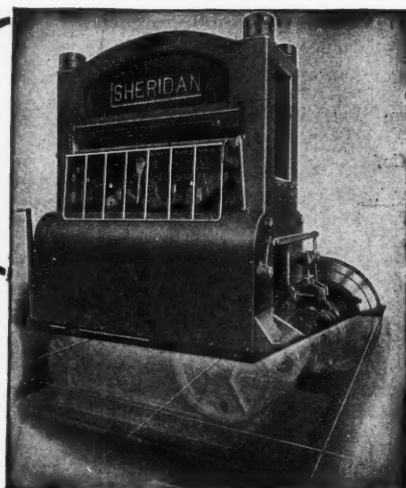
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Autumn Reptiles . . .

(Concluded from Page 41)

Another factor to keep strongly in mind when summing up reptiles for fall is the *all-season demand*. Snakeskins, for example, are as wanted in fall and winter as they are for spring and summer wear. Emphasis, of course, for cooler weather is on the lustrous, deeper tones and on the clear, vivid colors rather than the pastels. The airy styling given to Calcutta Lizards proves the suitability of this reptile to spring and summer, as well as fall and winter, footwear.

Demi-Tones Again

Demi-tones, or the use of reptile with another material in half-and-half combinations will reappear this fall with greater saleability than in the past. The reason for this is chiefly the wide acceptance of fabric combinations and the fashion-rightness of the reptile with suede or smooth leather. Strong interest in the neutral, wheat tones in spring reptiles points towards continued emphasis on the neutral family for fall. Beige and Green in Snakeskins and Lizards will appear in both casual and dressy types of footwear.

Colored furs are said to be due for major promotion this fall, with navy number one color. Delicate, strapped shoe patterns in snakeskins and Lizards in colors of Navy, Red Plush, Cherry Red, Amber, Burnt Mocha will lend themselves beautifully to this blue fur. Alligator shoes and bags also have the natural richness and lustre as a handsome accent for furs and the new scope in colored furs will give impetus to a wider color range in Alligators, with special demand for navy. With the pale, champagne color furs a whole color range of reptile shoes and accessories can be promoted: Continental Green, Red Plush, browns, Amber, Rust.

Blueberry Pie is a deep, rich purply tone in Lizard that proves a striking accent for the mauve and plum tones scheduled in fall woolens and is a high fashion accessory note with black. Reversible coatings that allow one color of a tweed to be picked up in a reptile call for the intense tones of the Jet Group in Lizards and Snakeskins: Jet Blue, Jet Green, Jet Brown, Jet Violet and Jet Wine.

In men's fall footwear, the moccasin type in all-over alligator will be featured in a range of colors including Navy, Sport Rust, Havana Golden.

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Leather MARKETS

Market slower this week with Leather Show around the corner. Midweek holiday contributes to slowdown. Lightweight calf active. Suedes only fair. Sheep leathers continue strong.

Sole Leathers

Somewhat lessened activity this week, report Boston sole leather tanners, who complain of hand-to-mouth buying. Despite this, sole leather volume has settled to fairly constant level, showing no appreciable loss or gain from week to week. Prices are generally softer than in recent weeks although No. 1 selections in all weights of bends still hold close to previous levels. Volume business, however, is done considerably below this. Light bends, still limited, find enough buyers to take care of all production. Best sales made around 65c. Medium and heavy bends much slower with sales spotty and limited. Mediums sell best at 67c while heavy bends bring 52-54c for tannery run.

Light Bends: 64-66c
Medium Bends: 56-61c
Heavy Bends: 52-56c

Philadelphia sole leather tanners report that increased sales have continued. Some tanners don't consider this a real-pick-up in the sense that there is a business upturn. They feel it is the usual buying after the January lag and that most orders are fill-ins where factories ran short on inventory. Of course some items

which are scarce are bought up when tanners have them—heads and bellies. Heads sell at 22c and bellies at 46c when available.

Sole Leather Offal

A noticeable downward trend in sole leather offal market this week, according to Boston tanners and dealers. Prices, which had apparently held to stable levels since turn of year, now appreciably softer, especially in heavy leathers. One reason is lack of buyers. Tanners say even largest shoe manufacturers are conspicuous by absence. Situation somewhat seasonal with approach of Leather Show. Bellies slower this week with volume moving at 40-42c. Some selections bring a cent or two more but these are not too active. Single shoulders with heads on only fair; prices somewhat softer. Double rough shoulders bring up to 65c for wetting stock; up to 68c for waist belt stock. Heads slower up to 25c. Fore and hind shanks moderate.

Bellies: Steers: 40-44c; Cows: 40-44c

Single shoulders, heads on: Light, 46-51c; Heavy, 40-43c

Double rough shoulders: 64-68c
Heads: 21-25c

Fore shanks: 31-34c

Hind shanks: 34-36c

Calf Leathers

Boston calf leather tanners report a slight slackening in demand although not as much as feared. In some ways, situation is encouraging. Definite shift in emphasis noted from

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LEATHER: ITS PRICE AND TREND

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1949 HIGH
CALF (Men's HM)	90-1.06	90-1.06	95-1.10	95-1.15
CALF (Women's)	85-1.06	85-1.06	85-1.05	90-1.10
CALF SUEDE	1.10-1.20	1.10-1.20	1.00-1.25	1.05-1.30
KID (Black Glazed)	70-1.00	70-1.00	55-80	70-1.00
KID SUEDE	70-88	70-88	50-75	70-90
PATENT (Extreme)	48-56	48-56	53-63	56-66
SHEEP (Russet Linings)	18-23	18-23	18-20	19-23
KIPS (Corrected)	57-61	57-61	52-57	57-61
EXTREMES (Corrected)	45-53	45-53	45-50	48-53
WORK ELK (Corrected)	44-54	44-54	47-50	52-56
SOLE (Light Bends)	64-66	64-66	63-67	68-72
BELLIES	40-44	42-45	34-38	44-48
SHOULDERS (Dble. Rgh.)	64-68	64-68	55-57	64-72
SPLITS (Lt. Suede)	36-41	36-41	38-44	39-44
SPLITS (Finished Linings)	20-23	20-23	21-23	22-24
SPLITS (Gussets)	17-20	17-20	18-19	19-20
WELTING (1/2 x 1/8)	9	9-9 1/2	8 1/4	9 1/2-10
LIGHT NATIVE COWS	23-24 1/2	25-26	24 1/2-25	29 1/2

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LEATHER COMPANY**

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women's to men's weights. Light-weight calf appears to have passed buying peak. Buyers now showing good interest in all grades of heavy-weight calf. Better grades, naturally, do bulk of business. New orders not heavy but substantial at firm prices. Suede slow except for some orders for high grade novelties. Season not yet begun here.

Men's weights: B 90-1.06; C 85-1.00; D 75-94; X 70-84; XX 66c
Women's weights: B 93-1.06; C 87-97; D 80-92; X 70-86; XX 55-70c
Suede: 1.10-1.20; 1.03-1.10; 90-93c

Kid Leathers

Kid leather tanners of Philadelphia report that right now business has slowed down a bit. It is really between seasons for Spring and Fall leather sales. Tanners expect big business in black suede, and some also expect to do a lot in black glazed. Current talk for Fall colors is around blue and brown.

Sales still made in quantity in suede, mainly in black, in the higher price range. Glazed also going fairly well in the higher price range.

After many weeks of talking about firming up prices, some tanners have announced a change in price lists as of February 20th, with both suede and glazed increased 3c. Customer resistance is met, but as one tanner put it, "customer resistance is always met." It is expected that sales will be made without too much difficulty at these prices. The main reason given for the increase is the increased prices of rawskins.

Linings selling very well with prices going all the way up to 60c. Here some tanners increased the price by 2c. Slipper business considered quite active for this time of the year in the regular slipper trade as well as cowboy boot trade. Prices in some tanneries were upped 3c. Nothing at all was reported on satin mats or crushed.

The rawskin situation is considered very bad, with tanners complaining that every time they pick up a paper, the prices have gone up. They feel, for the most part, that they must make the price increases discussed above, in order to continue in business. There is absolutely no indication that rawskin prices will ease up, and the future looks very uncertain.

Suede: 35c-93c
Linings: 26c-60c
Slipper: 34c-63c
Glazed: 30c-\$1.05; \$1.10
Satin: 50c-\$1.10
Crushed: 35c-65c

Sheep Leathers

One of the few markets not affected by seasonal slowdown or prospect of Leather Show. Boston tanners report buying volume far above same period a year ago. Many find difficulty in keeping up with orders, well sold up for 30-60 days. Rawskins more plentiful this week and tanners buy more winter production skins, which are suitable to their purposes. Buyers continue to place good orders in most selections of naturals. Colored vegetable linings

also take on new life although the run here is expected to end in another week or so. Advances of 1c reported last week in various grades of naturals still hold. Cowboy manufacturers very active in boot linings; bulk of sales at 12-16. Grades at 10c and down find good demand by novelty manufacturers and for export. Garment grains fairly active.

Russet linings: 23, 21, 19, 17, 13, 11c
Colored vegetable linings: 22, 20, 18, 16, 14c
Hat sweat: 26, 24, 22, 20c
Chrome linings: 26, 24, 22c
Garment grains: 26, 24, 22, 20c
Garment suede: 27, 25, 23, 21c

Side Leathers

Side leather tanners could use more business this week. Many are almost caught up on old orders, need new orders to keep them busy. Most look forward to Leather Show to start some pick-up in buying. Few expect heavy orders resulting from Show but renewed interest would be welcome. Fairly good demand for heavy aniline types; high colors find some interest. Chrome tanned regular finish leathers not too active, with best orders in extremes at 53c and down. Work elk very slow.

Heavy Aniline Extremes: B 53-56; C 51-54; 45-47c
Corrected Kips: B 53-61; C 51-59; D 49-57; X 43-50c
Corrected Extremes: 45-53; 43-49; 41-47; 38-44c
Corrected Large: 40-45; 38-42; 36-40; 33-37c
Work Elk: 44-54; 42-46; 40-44; 38-42c

Spits

Not much change in this market which has been slow in recent weeks. Biggest factor is lack of suede sales, expected to pick up as season starts up again. Some sales made with heavy suede bringing up to 46c; lights up to 41c. Finished linings fair; some sales reported at 20c. Gussets moderate, work shoe slow. Retan sole continues to do some business between 30-40c.

Light suede: 36-41; 34-39; 32-36c
Heavy suede: 43-46; 41-43; 38-40c
Retan sole: 40, 38, 35, 33, 30c
Finished linings: 18-20; 20-22; 22-23c
Gussets: 17-20c

Belting Leathers

Philadelphia belting leather tanners report the pick-up continues but this is considered hand-to-mouth buying, plus the usual February increase in business. Belting tanners are afraid that coal strikes, if continued, will affect their industry. Shortage of coal has a direct effect on steel industries which are large users of machine belting. So far tanners have not felt any repercussions.

Shoulders still selling fairly well, although demand has fallen off. Waist belting quiet, and bridle leather quieter, which accounts for the slowing down of shoulders. List prices on bend butts are about 3c over those quoted several weeks ago.

No. 2 and No. 3 are moving somewhat but No. 1 is very slow.

Carriers report an increase in business with sales easily at the new prices published last week. Shoulders doing fairly well at prices which have remained unchanged for the past several weeks. There are shortages in various weights from time to time but sales seem to be made pretty much in all weights when they are in stock.

AVERAGE BELTING PRICES

No. 1 Ex. heavy	96c
No. 1 Ex. light	98c
No. 2 Ex. heavy	92c
No. 2 Ex. light	94c
No. 3 Ex. heavy	88c
No. 3 Ex. light	90c

RANGE OF CURRIED PRICES

Curried Belting	Best Selc.	2nd	3rd
Bend Butts	1.14-1.33	1.10-1.30	1.02-1.15
Centers 12"	1.14-1.64	1.38-1.60	1.16-1.31
Centers 24"	1.40-1.62	1.34-1.58	1.15-1.30
Centers 28"-30"	1.33-1.57	1.28-1.54	1.10-1.30
Wide Sides	1.07-1.30	1.03-1.26	.98-1.08
Narrow Sides	1.02-1.13	.98-1.09	.93-1.04

(Premiums to be added: X-light plus 12-13c; light plus 5-13c; X-heavy plus 8-10c.)

Work Gloves

New orders and leather output appears to be at a steady rate during the past week. There are some cases where tanners are on a production schedule of only about 50 to 60%, but this is an exception rather than the rule. In other cases, tanners are back on a war-time basis of allocation of leathers to long-standing customers, with this arrangement comprising the bulk of the business.

The market, meanwhile, continues to be quoted on a firm basis, with prices holding unchanged from a week ago.

Horse Shanks, 40-45 avg. ft. per doz. 21c

Horse Shanks, 50-55 avg. ft. per doz. 25c

Cow Bellies, 40-45 avg. ft. per doz. 24c

Cow Bellies, 50-55 avg. ft. per doz. 26c

Shoulder Splits, per pound:

No. 1's 50c

No. 2's 40c

No. 3's 25c

Glove Splits (No. 1, 2 & 3 Grades)

Heavy-medium 21, 20, 19c

Medium 20, 19, 18c

Light-medium 19, 18, 17c

Light 18, 17, 16c

Glove Leathers

The tannery strike appears to be broken with over four hundred men turning out leather in the various mills. In another thirty days the industry should be in full production.

Prices of all types of hair sheep leather have remained steady up to date but leading producers of cabretas state that an increase is inevitable. Raw skins prices are heading upward and the supply seems to be limited.

English doeskins are going begging. The Spring business was disappointing mainly due to competition from fabrics. High colors in both men's and ladies' gloves are being planned for Fall promotion. Big demand for men's grey suedes at prices ranging from 31 to 42c. A good table run brings 35c.

Bag, Case and Strap

A sudden spurt in business noted in all selections and grades. Tanners unable to point out any definite solution for the complete change in the complexion of the market. Some say it may be a seasonal trend.

Surprisingly enough, demand is for all grades from the very best down to low qualities. Manufacturers of low-priced luggage were extremely good buyers of poorer grades of bag, case and strap leather, while better selections were selling to the women's and men's purse and wallet manufacturers, along with the production of portfolios, etc.

Actually, the market has taken on a much-improved tone, with tanners currently reporting firm and unchanged prices. Some tanners report they contemplate no revisions, either upward or downward, at the present time.

2 ounce case	44, 41, 38c
2½ ounce case	47, 44, 41c
3½ ounce strap	55, 52, 49c
4 ounce strap	58, 55, 52c
5 ounce strap	62, 59, 56c

Garment Leathers

The present critical position of garment sheep leather tanners is showing little, if any improvement. Extremely high prices, and, in some instances, record high prices of raw stocks place tanners in no other position but to maintain a list of strong leather prices. Demand for leathers is certainly present, but not at current high prices. In fact, one large local tanner declares that he is taking profit losses on certain selections. On other selections, the margin of profit is extremely narrow.

Business in horsehide leather for the garment industry also slow, but for a different reason. The extreme scarcity of raw stock limits tannery operations more than any other reason. Meanwhile these prices are holding unchanged and firm.

Suede garment	27, 26, 25c
Grain garment	29, 27, 25c
High colors grain garment	2c premium

Average Horsehide leather	36c
Very best up to	39c

TANNING Materials

Close inventory control on tanning oils continued this week as tanners' buying trend was unchanged and trading was for replacements only in most instances. Quotations unchanged.

Raw tanning materials in good supply with the exception of divi divi, but buying interest not active except for wattle bark. Prices unchanged. Business in tanning extracts steady but usually for prompt delivery. Prices without change.

Raw Tanning Materials

Divi Divi, shipment, bags	\$70.00
Wattle bark, ton.	\$65.00 for "Fair Average" and \$62.50 for "Merchantable"
Sumac, 28% leaf	\$72.00
30% leaf	\$75.00

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Valonia Cups, 30-32% guaranteed	\$53.00
Valonia Beards	\$81.00
Mangrove Bark, So. Am.	\$87.00

Tanning Extracts

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	3.70
Barrels c.l.	4.38
Barrels, l.c.l.	4.65
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	9.60
Bags, l.c.l.	10.30
Bags, less than 100 pounds	15.00
Cutch, solid Borneo, 55% tannin, plus duty	.07
Gambier Extract, 25% tannin, bbls.	.09 1/2
Hemlock extract, 25% tannin, tk. cars, f.o.b. wks.	.0525
Bbls., c.l.	.05%
Oak bark extract, 25% tannin, lb. bbls. 6 1/2-8 1/2, tks.	.06 1/2
Quebracho extract	
Solid, ori., basis 63% tannin, c.l. plus duty	\$ 5/16
Solid, clar., basis 64% tannin, c.l.	.09
Liquid, basis 35% tannin, bbls.	.08
Ground extract	.18 1/2
Powdered super spruce, bags, c.l. .05 1/4; l.c.l.	.05 1/2
Spruce extract, tks. f.o.b. works	.01 1/2
Wattle bark, extract, solid	.06%

Tanners' Oils

Cod oil, Ndd., drums	.85
Castor oil No. 1 C.P. drs. l.c.l.	.20
Sulphonated castor oil, 75%	.17
Cod, sulphonated, pure 25% moisture	.11 1/4-.11 1/2
Cod, sulphonated, 25% added mineral	.10 1/2
Cod, sulphonated, 50% added mineral	.09 1/2
Linseed oil tks., c.l. zone 1	.169
drums, l.c.l.	.191
Neatsfoot, 20° C.T.	.28
Neatsfoot, 30° C.T.	.21
Neatsfoot, 40° C.T.	.18
Neatsfoot, prime, drums	.16
Neatsfoot, sulphonated, 75%	.16
Olive, denatured, drs., gal.	1.88
Waterless Moellon	.13
Moellon, 25% water	.12 1/2
Artificial Moellon, 25% moisture	.12
Chamois Moellon	.12
Common degreas	.12 1/2
Neutral degreas	.22-.24
Sulphonated tallow, 75%	.10 1/2
Sulphonated tallow, 50%	.09
Sponging compound	.11 1/2
Split oil	.09-.10
Sulphonated sperm, 25% water	.15
Petroleum Oils, 200 seconds visc. tks., f.o.b.	.11 1/2
Petroleum Oils, 150 seconds visc. tks., f.o.b.	.13
Petroleum Oils, 100 seconds visc. tks., f.o.b.	.11

SPOT News

Massachusetts

● Fire of undetermined origin caused damages estimated at \$15,000 to the **Campus Shoe Co.** factory in Chelsea, this week.

New York

● **Endicott-Johnson Corp.** has begun a partial shutdown of its Binghamton area plants because of the soft coal strike. Officials say a complete shutdown may be effected if the strike continues another week.

● **Foot Culture Shoe Co., Inc.**, Brooklyn orthopedic shoe specialists, will show films on the construction of orthopedic shoes and various orthopedic techniques to the New York Podiatry Society Convention held March 3-5 at the Hotel New Yorker.

New Jersey

● A wind-swept blaze destroyed the interior of a two-story brick building occupied by **Mucci Bros., Inc.**, Newark leather finishers.

Wisconsin

● **K. Kaplan Sons & Co.** of Chicago has been authorized to manufacture, buy and distribute leather and leather findings in Wisconsin.

Brazil, S. A.

● **Berkhout & Cia, Ltda.**, Sao Paulo hide and skin importer and exporter, celebrates its 25th anniversary of March 1. The firm was established in 1925 by Dirk Berkhout who still



Fred R. Geib

... technical representative in the Midwestern area of the Dowicide Division, The Dow Chemical Co., Midland, Mich., who has been assigned similar duties on a national basis by the company. Geib will work closely with the chemical sales force in the firm's sales offices over the U. S. and will be concerned with developmental problems of bactericides and fungicides used in the leather, paper, paint, oil and other industries. His offices will be located in Chicago.

heads its operations. S. H. Fuldauer was appointed in 1935 to manage an export department and subsequently became a partner.

Illinois

● **Sovereign Mfg. Co.** has filed a voluntary petition in bankruptcy in Federal Court, Chicago. The company has offered unsecured creditors settlement of 25 percent, payable as nine percent in cash six months after plan is confirmed, eight percent after 12 months, and eight percent by 18 months. Assets are listed at \$29,768 and liabilities at \$63,261.

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HIDES and SKINS

Packer hide trading takes on sudden activity with most selections bringing $\frac{1}{2}$ c above recent levels. Market not too active, otherwise.

Packer Hides

Packer hide market quite active as trading picks up suddenly. Business on Thursday reaches 50,000 hides with branded steers largest seller at steady prices.

Heavy trading reported also in other selections. Sellers report heavy cows, heavy steers, light steers, extreme light native steers and light native cows well sold up at $\frac{1}{2}$ c above recent levels.

Small Packer Hides

The small packer bull market is quotable around 14 to 14 $\frac{1}{2}$ c selected, depending upon quality and weights.

Packer Calfskins

Packer calf continues very quiet. No further business has developed. The offering of Northern light skins last week was withdrawn this week and has not been re-offered. Bids extremely scarce, and the best ideas were 62 $\frac{1}{2}$ c for a 67 $\frac{1}{2}$ c offering. Heavy calf continues extremely quiet. Quotations are unchanged, Northern heavies quoted at 56c, Northern lights quoted at 65 $\frac{1}{2}$ c. River calf quoted at 50c for heavies, and 60c for lights.

New York trimmed packer calfskins are quoted at \$3.75 for 3 to 4's, \$4.50 for 4 to 5's, \$5.30 for 5 to 7's, \$5.70 for 7 to 9's, and \$7.35 for 9 to 12's. Big packer regular slunks last sold at \$3.50, unchanged. Hairless quoted at \$1.15.

Packer Kipskins

Big packer kip market is at least steady. Last trading prices of 42 $\frac{1}{2}$ c continue to be the nominal market, overweights quoted at 5c less. No

offerings made by the large packers.

New York trimmed packer kipskins quoted at \$8.45 for 12 to 17's, and \$9.25 for 17's and up. Small packer kipskins quiet, some small interest noted, but no trading. Price ideas around 35c for good lots, unchanged.

Despite some slightly higher prices in the big packer market, buyers of small packer hides show little interest. Prices of the offerings way above buyers' ideas, and sellers refused to come down to the buying level in most cases.

While tanners felt the market for 48/50 lb. average small packer all-weight native steers and cows should be around 19 to 19 $\frac{1}{2}$ c, sellers were talking 20c at the bottom for these hides, and some were offering at 21c selected. Lighter hides offered around 23c selected for 44/45 lb. average Midwestern hides but tanners were bidding around 20 $\frac{1}{2}$ to 21c selected for these lots. The ideas are widely spread.

Country Hides

Country hides very slow. Offerings of good country hides have met with little response, not due to price, but because the tanners do not want the hides at any price. There is no need for rawstock, tanners claim, and they will not buy until there is an improvement in the general picture.

Price ideas holding unchanged. Sellers offer 48/50 lb. average country hides at 19c flat for trimmed 1's and 2's, FOB shipping points, but tanners think in terms of 17 $\frac{1}{2}$ to 18c flat and refuse to bid higher. Lighter Midwestern hides offered around 20c for 45/46 lb. average, bid around 18 $\frac{1}{2}$ to 19c flat. Straight locker hides offered around 19 $\frac{1}{2}$ to 20c for 47/49 lb. average, but the best bids have been 18 $\frac{1}{2}$ c flat and sellers will not accept. Country bulls holding unchanged around 11 to 11 $\frac{1}{2}$ c depending upon the quality. Glue hides quoted around 14c.

QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Native steers	18 $\frac{1}{2}$ -23	19 -22	20 -23	20 -23
Ex. light native steers	26	26	27	27 $\frac{1}{2}$ -28
Light native cows	23 -24 $\frac{1}{2}$	23 -24 $\frac{1}{2}$	24 -25 $\frac{1}{2}$	24 $\frac{1}{2}$ -25
Heavy native cows	18 $\frac{1}{2}$ -20	18 $\frac{1}{2}$ -20	19 $\frac{1}{2}$ -20	19 $\frac{1}{2}$ -20
Native bulls	16 $\frac{1}{2}$	16 $\frac{1}{2}$	16 $\frac{1}{2}$	15 $\frac{1}{2}$
Heavy Texas steers	17 $\frac{1}{2}$ N	17 $\frac{1}{2}$	17 $\frac{1}{2}$	19 $\frac{1}{2}$ -20
Light Texas steers	21 $\frac{1}{2}$	21	21	24 $\frac{1}{2}$ -25
Ex. light Texas steers	23	22 $\frac{1}{2}$	23	19
Butt branded steers	17 $\frac{1}{2}$ N	17 $\frac{1}{2}$	17 $\frac{1}{2}$	20 $\frac{1}{2}$
Colorado steers	17N	17	17	18 $\frac{1}{2}$
Branded cows	19	19	20	19 $\frac{1}{2}$
Branded bulls	15 $\frac{1}{2}$	15 $\frac{1}{2}$	16 $\frac{1}{2}$	14 $\frac{1}{2}$
Packer calfskins	56 -65 $\frac{7}{8}$	56 -65 $\frac{7}{8}$	56 -70	50 -55
Chicago city calfskins	40	40	40	35
Packer kipskins	42 $\frac{1}{2}$	42 $\frac{1}{2}$	42 $\frac{1}{2}$	35
Chicago city kipskins	30	30	30	25

HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Feb. 23	Close Feb. 16	High For week	Low For week	Net Change
March	20.50B	20.15B	20.59	19.60	+35
June	19.10B	18.95B	19.15	18.60	+15
September	18.50B	18.75B	18.85	18.60	+05
December	18.55B	18.40B	18.80	18.60	+15
April	22.25B	21.90B	21.80	21.60	+35
July	22.09T	21.90B	22.10	21.60	+19
October	21.70B	21.30B	21.70	21.30	+40
January	21.40B	21.00B	21.40	21.00	+40

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Country Calfskins

No further interest in country calf. The market blows hot and cold, depending upon the developments in the big packer market. City skins still quoted around 35 to 40c. Country market around 26c or 27c, depending upon the quality of the skins.

New York trimmed collector calfskins quoted at \$3.30 for 3 to 4's, \$3.80 for 4 to 5's, \$4.50 for 5 to 7's, \$5.00 for 7 to 9's, and \$6.30 for 9 to 12's.

Country Kipskins

City and country kip hold unchanged. Quotations for city skins, untrimmed, around 30c, with country skins holding around 24 to 25c, depending upon quality. The feeling of the market is holding unchanged also. Sellers in the big packer market feel that they can get at least last prices for their offerings. New York trimmed collector kipskins quoted at \$7.20 for 12 to 17's and \$8.00 for 17's and up.

Horsehides

Horsehides find no more buyers, but no less price-wise. While tanners are still around the market, the interest is no greater than it has been for a long time. Sellers have been trying to get higher prices in some cases but find firm resistance.

The buying market continues around \$10.50 to \$10.75 for trimmed Northern and Midwestern mixed renderer-slaughter hides around 60

to 65 pounds, with heavier hides around 70 lbs. called up to \$11.00 and \$11.25, according to quality. Straight slaughter hides command premiums, but it is hard to find straight lots of slaughter hides. Fronts are quiet.

The market is unchanged, last quoted at \$7.50 to \$7.75 for good No. 1 Northerns. Butts, basis 22 inches and up, are quoted around \$3.50 to \$3.75 for good quality offerings, higher on some larger sizes, FOB shipping points.

Sheep Pelts

Demand for sheep pelts holding up well. Big packers have good interest for shearlings. Prices around \$2.65 to \$2.85 for good No. 1's, up to \$2.25 for No. 2's, and around \$1.75 for No. 3's, with lesser quality lines bringing under these prices. Fall clips quotable around \$2.90 to \$3.15, depending upon the quality. Western lambs that were sold in the Interior market a few weeks ago are quoted around \$4.62½ for best lines, with the natives going at about 50c less for the best quality lines. Other lambs went at less money, but the prices all the way through were considered pretty high.

Pickled skins holding unchanged. Good big packer lambs figured around \$12 per dozen, with some poorer lines around \$10 and \$11 per dozen. Dry pelts holding unchanged at 29c per lb.

Dry Sheepskins

Conditions in Fulton County continue to improve and according to latest reports close to 50% of the men have returned to work and more men are coming back each day. Tanners are very optimistic as the glove manufacturers are getting orders and the situation looks a lot better than a month or two ago. Raw stock buying, however, still spotty as some tanners want to use up what raw stock they have before placing new orders. Others watching outside conditions carefully.

The hair sheep markets remain firm and latest reports continue to ask \$12.50 for Addis-abbaba slaughterers for shipment. Brazil cabrettas strong; sales made at \$15 per dozen for regulars, 1,000 dz. immediate shipment and 1,000 dz. 45-day delivery. Demand mostly for fairly prompt shipment. Unsold stocks small and relatively few offers noted.

Cape gloves continue very firm and latest asking prices for Cape Towns are 155 shillings and Port Elizabeth 145 shillings. Nigerians holding up and sellers asking 68-70c per lb., basis prime Kanos, which is out of line with buyers' views. Some sellers are of the opinion that business possible around 65c per lb., though no definite bids or counter bids have been made. Shade dried Mombasas now available at \$5-5.50, as to shippers.

Australian wool skin markets have again firmed up and prices advanced at the last Melbourne and Sydney sales. At the Sydney sale, 40,000



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were offered, merinos and comebacks two to four pence higher; all others one to two pence higher, Australian currency. Punta Arenas frigorifico pulling skins held at 45c per lb., c&f. Argentine and Cape skins too high for this market.

Some inquiries for shearlings but due to small offerings and high prices asked, relatively few sales noted. Punta Arenas frigorifico shearlings held at 43c per lb., c&f., while some business noted in butchers, 1-1 inch at 43c per lb., c&f. Offers from the Cape are nowhere near the prices buyers here are willing to pay but sellers seem to be able to move skins as they have small stocks.

New Zealand Auctions

Prices at New Zealand's second auction this year of pickled sheepskins held Feb. 22 showed general increases with most buying for U. S. account. Increases were reported from 41c per dozen (N. I. sheep) to 88c per dozen (S. I. lambs). Following table prepared by Tanners' Council compares latest prices with those at first 1950 auction and corresponding auctions last year. Dollar equivalents are c.i.f. plus 2½ percent commission.

	Second Auction 1950	First Auction 1950
	Shillings	\$
N. I. Sheep	132/0	\$20.04
S. I. Sheep	105/7	16.23
All Sheep	126/2	19.20
N. I. Lambs	81/8	12.26
S. I. Lambs	80/4	12.09
All Lambs	81/4	12.23
	1949 Auctions	First
	Second	
N. I. Sheep	\$21.03	\$18.91
S. I. Sheep	14.80	12.34
All Sheep	19.98	17.43
N. I. Lambs	9.92	10.07
S. I. Lambs	9.63	9.33
All Lambs	9.84	9.93

Reptiles

Trading continues limited as most buyers are on the sidelines at the present time, claiming they want to wait until after the Leather Show before placing further raw stock orders unless they can get something via air in time for this season's use. Madras bark tanned whips, 4 inches up, averaging 4½ inches, 70/30 selection sold at 88c and cobras, 4 inches up, averaging 5 inches, 80/20 selection, at 78c. Offers of whips, 4 inches up, averaging 4½ inches at 90c combined with 4 inches up, averaging 5 inches at 97c or equivalent to about 93½c while 4 inches up, averaging 5 inches alone held at \$1.05. Madras bark tanned water snakes, 3 inches up, averaging 3.14 inches, offered at 11c for 80/20 selection.

Continent buying lizards and wet salted Calcutta oval grains, 40/40/20, held up at 42c. Siam market firm; chouryes, 8 inches up, averaging 2.8 kilos held at 55c for 60-day shipment and 3 kilos held at 59c while aers are held at 28-29c for 8 inches up, 2½ kilos, and buyers ideas around 27c.

Reports persist that U. S. operator paying extremely high prices for Brazil back cut tejus but in general, buyers have low ideas. Offers small as shippers complain not many skins coming in. Giboias available at 85c fob. and no takers, while Europe said to have paid up to \$1.00. Malayan alligators, 10 inches up, averaging

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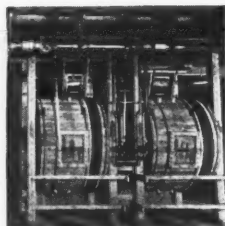
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FOR GLOVE AND
GARMENT LEATHERS

A finish that assures you extra flexibility and needed waterproof qualities.

EASY TO HANDLE — ECONOMICAL TO USE.

LLOYD LABORATORIES

19 Central St.

Peabody, Mass.

Plásticos y otros
acabados moder-
nos por cueros
especialmente
preparados per
exportacion.

Reach Volume Buyers
Through
LEATHER and SHOES

EASTERN TANNERIES LIMITED, CAWNPORE (INDIA)

Manufacturers of

SOLE, HARNESS AND CHROME LEATHER

15/17 inches, 80/20 selection, sold at \$1.05 an inch.

Deerskins

Demand seems to be mainly for immediate delivery as buyers are unwilling to anticipate requirements and place orders for deferred shipment. Brazil 'jack's selling at 71c fob., with buyers now talking 70c fob., basis importers. Not much interest in spot lots of Peruvian 'jack's except at very low prices.

Pigskins

Considerable interest developing from Fulton County following the return of men to work. Fair sized quantities of spot lots of Peruvian peccaries sold at \$2.15-2.20 for greys and 15c less for blacks, basis manufacturers.


Brazil peccaries selling for shipment at \$2.35 for Manaos greys and \$2.15 for Para greys with blacks at 10c less, basis manufacturers. Shippers now asking higher levels and making relatively few offers. Chaco carpinchos have also firmed up and sellers now ask \$2.30 c&f., but might sell at \$2.20 c&f. for 90/10 selection. Last trading figured slightly higher than \$2.20 c&f., basis primes.


Goatskins

Better interest reported as some markets show softer tone. Bulk of interest in spot or nearby shipment. Recent business reported in 1200 lb. Amritsars from Pakistan at \$12.00 to \$12.50 per dozen c&f for shipment and spot, depending upon shipper. Bombay shippers ask \$13.00 and higher. European buyers keep Southern India market firm. Offerings of 1.70/1.80 lb. Coconadas and Deccans held at \$13.50 and up. Not many bids reported. Calcutta market above American buyers' ideas.

Bati types bring \$12.50 with genuine Batis held at \$14.75—about 25c above best bids. Average weight Addis-abebas now at \$12.00. Mogodiscios at \$11.00 to \$11.25. However, Berberahs and Hodeidahs firm at \$13.50 and \$9.25 respectively.

Good business in Africans. Tangiers of 9 kilos bring \$9.00 to \$9.25, 10-11 Algiers (80/20 selection) \$11.75 flat, Orans of 10-11 kilos (80/20) \$10.50, and Constantines same weight and selection at \$12.50, flat basis. Fair trade in Red Kanos goatskins from \$1.30-\$1.32. Kenya and Tanganyika share dried goat-skins fair from \$11.75 to \$13.50.

 The average foot length for adult white males is 10' 3". Adult Negro males slightly longer feet, averaging 10' 7". American Indians have the smallest average feet: 9' 9". College women of a generation ago had feet averaging 9' 2", compared with 9' 4" today.

 The open-toe modern sandal was introduced in Miami in 1934. Most retailers and shoe manufacturers called it a flash in the pan, doomed it to quick demise. In seeming defiance, women since then have not only retained open toes but have opened up the heel, shank and vamp besides.

LEATHER and SHOES—February 25, 1950

WANT ADS

ADVERTISING RATES

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situation Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Tuesday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.
300 W. Adams St. Chicago 6

Special Notices

Measuring Machine

WANTED: Measuring machine—for Strap and Welt Backs and Shoulders. Advise age, conditions, and price.

Address B-18,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Small Tannery for Sale

Located on main line of Southern Railway adjacent to Atlanta.

Equipped for tanning vegetable and chrome leathers, also finishing of same.

No union, no labor troubles.

Address B-21,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Crocodile Hunter Needs Partner

Scotch-Canadian seeks partner who is American citizen with University education and who will bring Ten Thousand U. S. dollars (\$10,000.00) into this sound business in the South Seas. Substantial profits assured from commencement. All skins sold in U.S.A. Shipments every 30-60 days. Address B-22, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Agents Wanted

TANNER OF Flexible Innersole Bends and Shoulders, also producers of Work Shoe, Slipper, and Suede Splitters, desires agent. State territory desired and full information. Address B-8, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Tannery for Sale

SMALL MODERN TANNERY for sale equipped with new machinery for sole leather, some for upper leather. Could easily be converted for upper leather. Located where the best hides are produced, labor plentiful. Will sell the machinery and lease the building or sell all with good terms. Address B-9, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

For Sale

Type B heavy duty Woburn 72" Setting Out Machine, with spare cylinder, rubber roll, and jack shaft.

Turner 12" Shaving Machine.

Randall Automatic Power Punching Machine.

All f.o.b. St. Louis. Make offer to:

CALIFORNIA TANNING COMPANY
1905 Shenandoah Avenue
St. Louis 4, Missouri

For Sale

10 TONS EACH of 3-5 and 5-8 iron foreign bellies. 39c per lb., f.o.b. warehouse, New York.

Address B-23,
c/o Leather and Shoes,
20 Vesey St.,
New York 7, N. Y.

For Sale

One Stehling combination setting-out and wringing machine, used, but in good operating condition; with 15 h.p. motor, 220V, 3-phase, 60 cycle mounted on the machine for V-belt drive. This machine is fully equipped. Address B-25, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Belt Knife Splitter

WANTED: Used belt knife splitter to split 20" or over. In good condition. Advise full details and price.

Address B-26,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

For Sale

STEHLING 6 Ft. Continuous Feed Wringer, good operating condition. For further information, write to

Calnap Tanning Company
Post Office Box 82,
Napa, California

Situations Wanted

Tanner

EXPERIENCED in Kip Side, Side Leather, and Elk. Good reputation. Wants position as tanner or foreman.

Address B-17,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Kid (calf) Suede

PRODUCTION MAN, technician, tanner, suede finisher, college education, Veteran II, age 42. Understands tanning—layout, equipment, machinery, lab, data, skin histology. Can get along with the help, keep cost economical. Has good record of saleable leather; can start subject from scratch or supervise existing manufacture. Remuneration request reasonable. Address M-6, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Office and Credit Manager

Years of experience in shoe factory office details. Accounting—general and cost.

Tax returns.

Sales and adjustment correspondence.

Reputable references.

Preferable St. Louis territory.

Address B-24
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Leather Salesman

SALESMAN, with office located in Fulton County, New York, desires lines of various types of leather for the glove, garment, novelty, and sporting goods trade. Commission basis. Best of references. Address B-19, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Leather Salesman

ENERGETIC YOUNG MAN with considerable leather experience seeks new connection. Following among New York and vicinity shoe manufacturers. Excellent references.

Address B-20,
c/o Leather and Shoes,
20 Vesey St., New York 7, N. Y.

Superintendent & Quality Man

Available immediately is an exceptionally able shoe factory Superintendent. An unusual quality man capable of taking full charge of any woman's novelty factory. Will go anywhere if position offers full scope of his ability. Apply Box Z-15, Leather & Shoes, 10 High St., Boston 10, Mass.

Help Wanted

Salesman Wanted

SALESMAN wanted to sell embossing plates in New England and Chicago territories. STANDARD EMBOSING PLATE MFG. CO., 129 Pulaski Street, NEWARK 5, N. J.

Salesmen

BRAND NEW MANUFACTURER of house slippers, felt and sheepskin, wants experienced salesmen known in trade of department stores, jobbers, and chain stores. Side line, commission basis. All territories open. Ace Slipper Co., 1744 N. Damen Ave., Chicago 47, Ill.



Counter Pasting Adhesives
Timed to meet your
production schedule!

Counter adhesives should hold temper through the side lasting operation and be thoroughly dry when lasts are pulled.

Typical of adhesives that meet specific needs are Hub Paste 842 (for those who prefer paste), Hub Adhesive 1125 (a blend of paste and latex) and Be Be Tex Cement 808 (latex type). 842 is designed to meet general requirements for Welt work, when lasts are *not pulled the same day*. 808 is recommended where lasts are *pulled the same day*.

There are at least ten other **USMC** adhesives and pastes to choose from to meet a wide range of

counter pasting requirements. Information about more than 50 other general purpose shoemaking cements can be obtained from your United man.

USMC ADHESIVES

BE BE TEX CEMENTS
BE BE BOND CEMENTS
 PRODUCTS OF B B CHEMICAL CO.

HUB ADHESIVES
HUB PASTES
HUB-TRIDENT GLUES

UNITED SHOE MACHINERY CORPORATION
BOSTON, MASSACHUSETTS

FEATURED IN AMERICA'S FINEST SHOES

**HI-GRADE
CALF
KIPS & ELK SIDES**

Tight, quality tannage — beautiful silky finish. All currently popular high style colors including browns, blues greens and the exquisite new *Chippendale Red*.

LINCOLN LEATHER CO.

104 SOUTH ST.

BOSTON 11, MASS.

Tanneries at Reading, Pa.



QUALITY POLISHED CALFSKIN

IN SMOOTH AND BOX BOARD

BLACK AND ALL ACCEPTED FALL COLORS

RIGHT QUALITY—RIGHT COLOR—RIGHT PRICE

SOUTH LEATHER CO., INC.

104 SOUTH ST.

BOSTON 11, MASS.

Representatives

St. Louis, Mo.
M. C. Campbell
Cincinnati, Ohio
John A. Spille

Los Angeles, Cal.
Leo Laskey
1911 So. Maple St.

A. Frankel Co., 1133 Broadway, N. Y.
European Representative

